



Global Automotive Supplier Study 2019

After years of excellent growth,
the market environment is getting
difficult

LAZARD



August 2019

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Executive Summary (1/2)

- > After record years, the automotive industry is facing a difficult time with multiple market uncertainties and a global **production volume decline by -5%** in H1/2019 vs. H1/2018
- > Especially the **slowdown in the world's largest market, China, since H2/2018** is causing problems for the global suppliers
- > As a result – **2019 will not be a year of recovery, but rather stay challenging for automotive suppliers.** The average industry margin is expected to fall below 7% for the first time in the last seven years driving sector valuations below 10-year average
- > Amidst a weakening market environment **some structural changes have taken place:**
 - Profitability of China/NAFTA-based suppliers is shrinking. However, it is still better than that of European peers. Although Japanese suppliers improved in comparison with previous years, they remain well below other regions
 - Tire and chassis suppliers are leading in margins. Interior players remain at the bottom of the automotive suppliers field
 - Profitability of product innovators came down to 7.3% EBIT margin in the last year, reducing their relative advantage in comparison with process specialists
- > **Digitization** appears to be one of the **most important** near-term topics for suppliers as it touches multiple dimensions: the potential to create **new business models**, offer **new products and services**, and improve the **efficiency of operational and administrative processes**
- > In the long term **the mobility landscape of today will change** – especially as **new market entrants** possess a non-automotive mindset and **capture parts of the future automotive business**

Executive Summary (2/2)

- > **For traditional automotive suppliers the risks in the market are high: on the one hand, they could potentially miss out on new revenue opportunities, and on the other hand, they face increasing price pressure from the OEM side,** who have to deal with increasing capital requirements and declining profit pools themselves
- > **For traditional suppliers, access to capital may become tougher.** Equity investors favor other industries whereas financing banks are becoming more cautious about cyclicity and long-term threats, especially for many small traditional suppliers. In addition, **M&A activities in the sector have gone down recently**, with Chinese investors, representing an important buyer group, becoming less active
- > While many small traditional players will face difficult times, new global entrants and technology system integrators are generally well-positioned for tomorrow's changes. **Performance-improvement programs, accelerated capacity adjustments and pro-active portfolio management are recommended countermeasures for most suppliers**

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The status

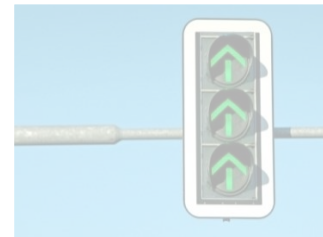
Increasingly difficult environment after record profits until last year



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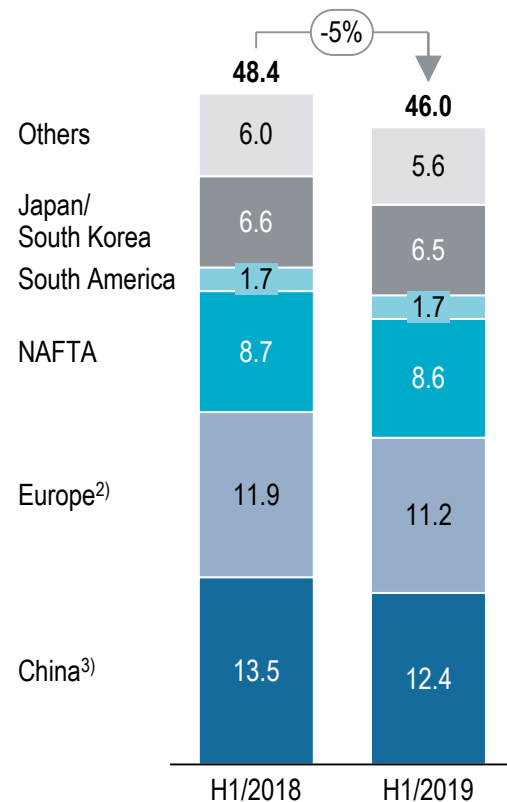
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Within the first half of 2019 the global automotive markets significantly weakened relative to 2018

Recent developments in the automotive industry

H1/18 vs. H1/19 [m units]¹⁾



Automotive headlines

"Again a Schaeffler profit warning"

Handelsblatt Online – 07/19

"Insolvency of Eisenmann Group – Next large automotive supplier failed"

Wirtschaftswoche Online – 07/19

"Bosch sees car production falling 5% in 2019"

ReutersNews – 07/19

"Goodyear Tire & Rubber's Profit, Revenue Miss Estimates"

Dow Jones Institutional News – 07/19

"U.S. auto sales seen slipping in July"

ReutersNews – 07/19

"Lear 2Q Profit Falls Amid Global Vehicle Production Decline"

Dow Jones Institutional News – 07/19

"Weak automotive economy starting to badger Hella"

Reuters – 07/19

"Michelin margins hit by auto slump despite price hikes"

ReutersNews – 07/19

"Slackness in sales – Automotive economy in the downturn"

Handelsblatt Online – 07/19

"Renault Profit Drops, Hit by Lower Sales, Nissan Payout"

Dow Jones Institutional News – 07/19

"Nissan to Cut 12,500 Jobs as Its Profit Plunges"

Dow Jones Newswires Chinese – 07/19

"Ford's Shrinking China Business Is Hurting Its Global Ambitions"

Dow Jones Institutional News – 07/19

"There is a storm brewing"

AUTOMOBIL PRODUKTION – 07/19

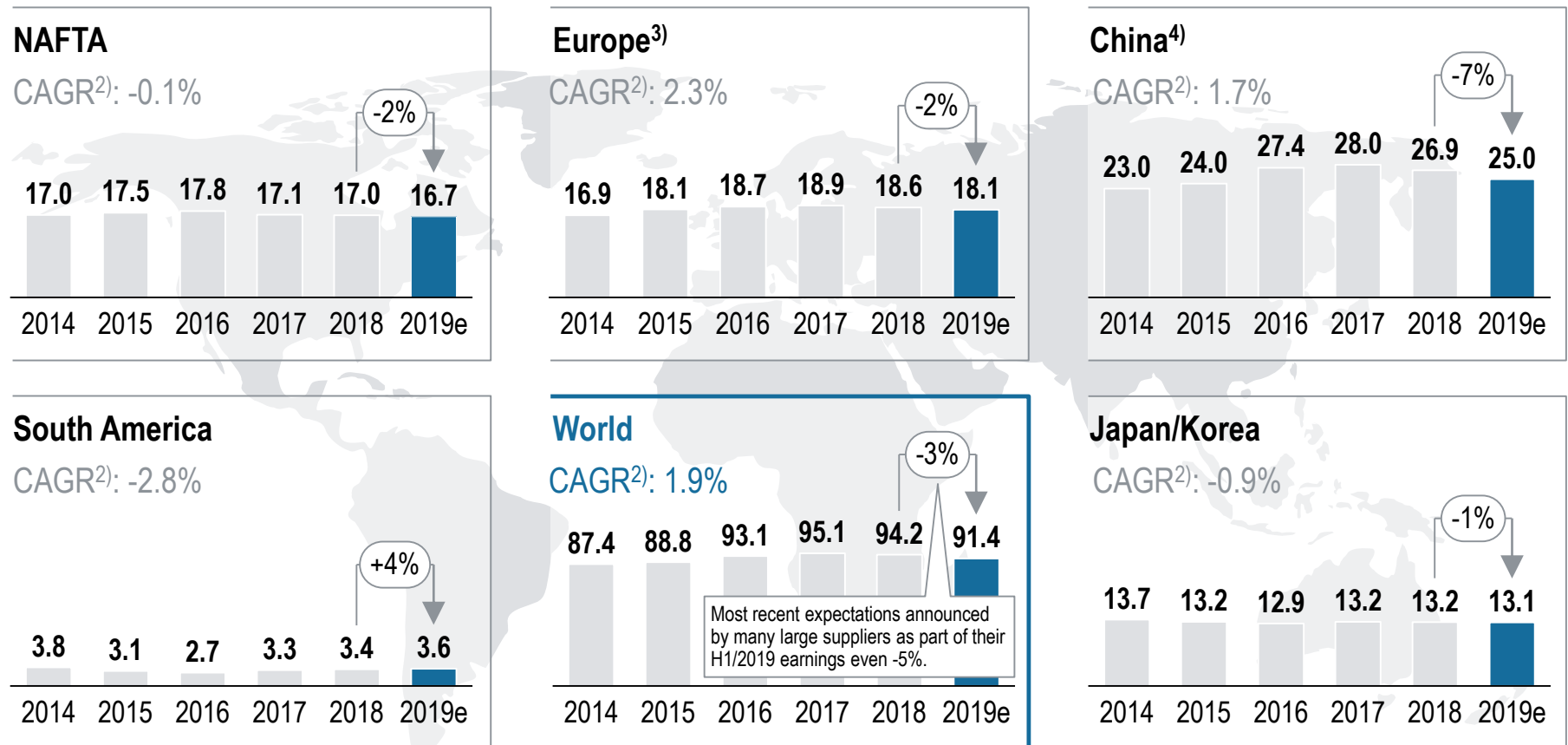
"Due to weakening automotive markets press supplier Schuler cuts 500 jobs"

Handelsblatt – 07/19

1) Global light vehicle production volume 2) Excluding CIS and Turkey 3) Greater China

2018 production was lower than 2017, driven by weakness in Triad market in H2/2018 – Further decline expected in 2019

Global light vehicle production volume¹⁾ by region, 2014-2019e [m units]



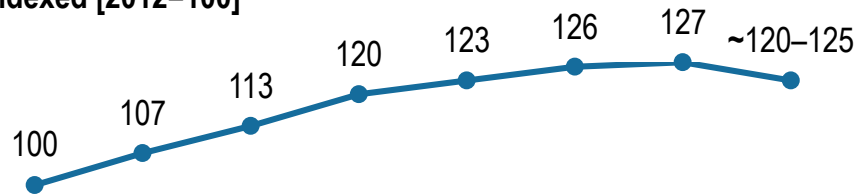
1) Incl. light commercial vehicles; 2) CAGR 2014-2018; 3) Excluding CIS and Turkey; 4) Greater China

Growth and profit of previous years come to an end – Average 2019 EBIT margin likely <7% for the first time in the last seven years

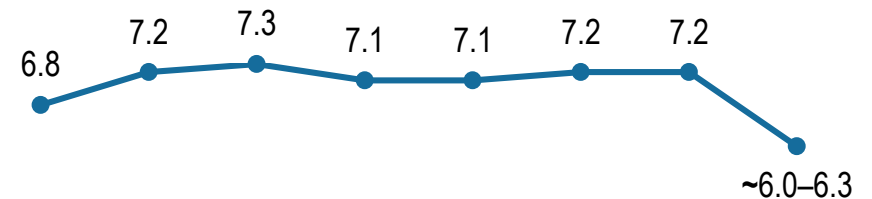
Key supplier performance indicators, 2012-2019e (n=~600 suppliers)

Revenue growth

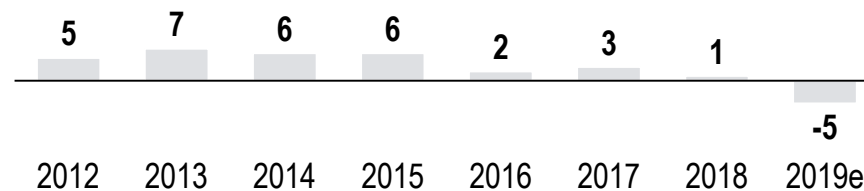
Indexed [2012=100]



EBIT margin [%]



YoY [%]

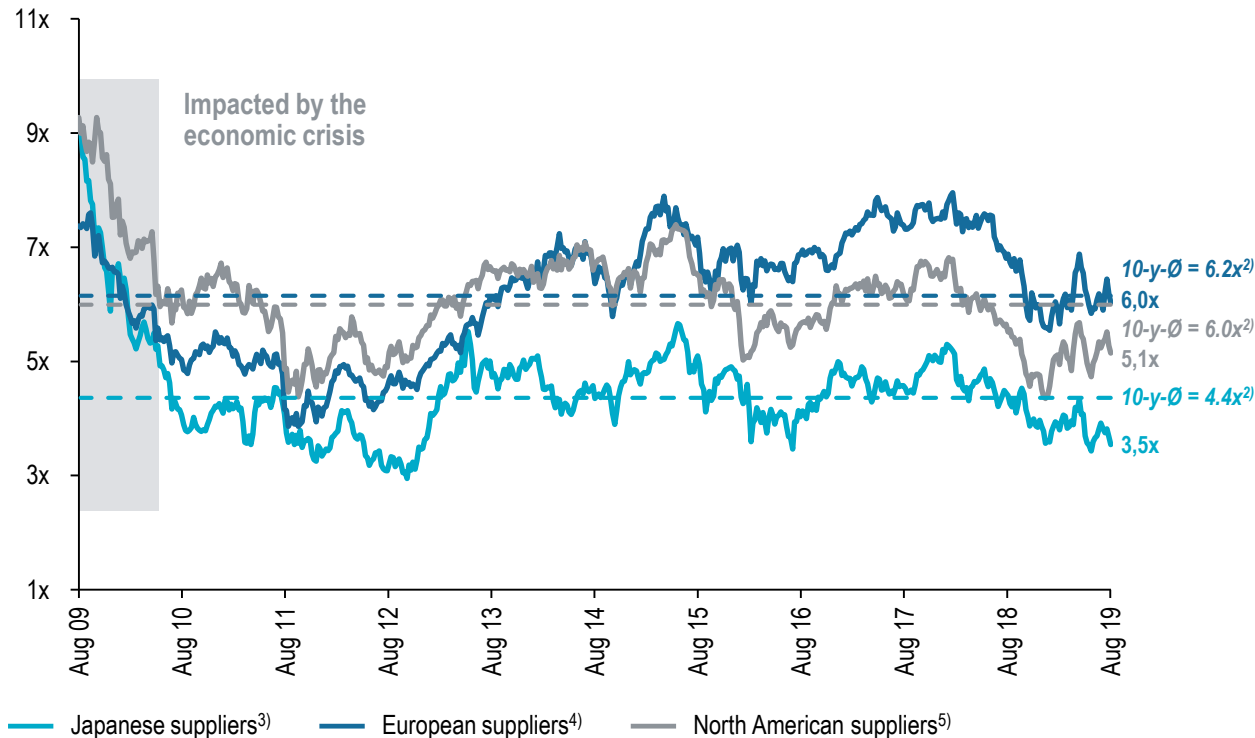


2012 2013 2014 2015 2016 2017 2018 2019e

The overall sentiment is also reflected in supplier valuation levels that trade below their long-term average

Evolution of automotive supplier valuations

EV/EBITDA NTM¹⁾

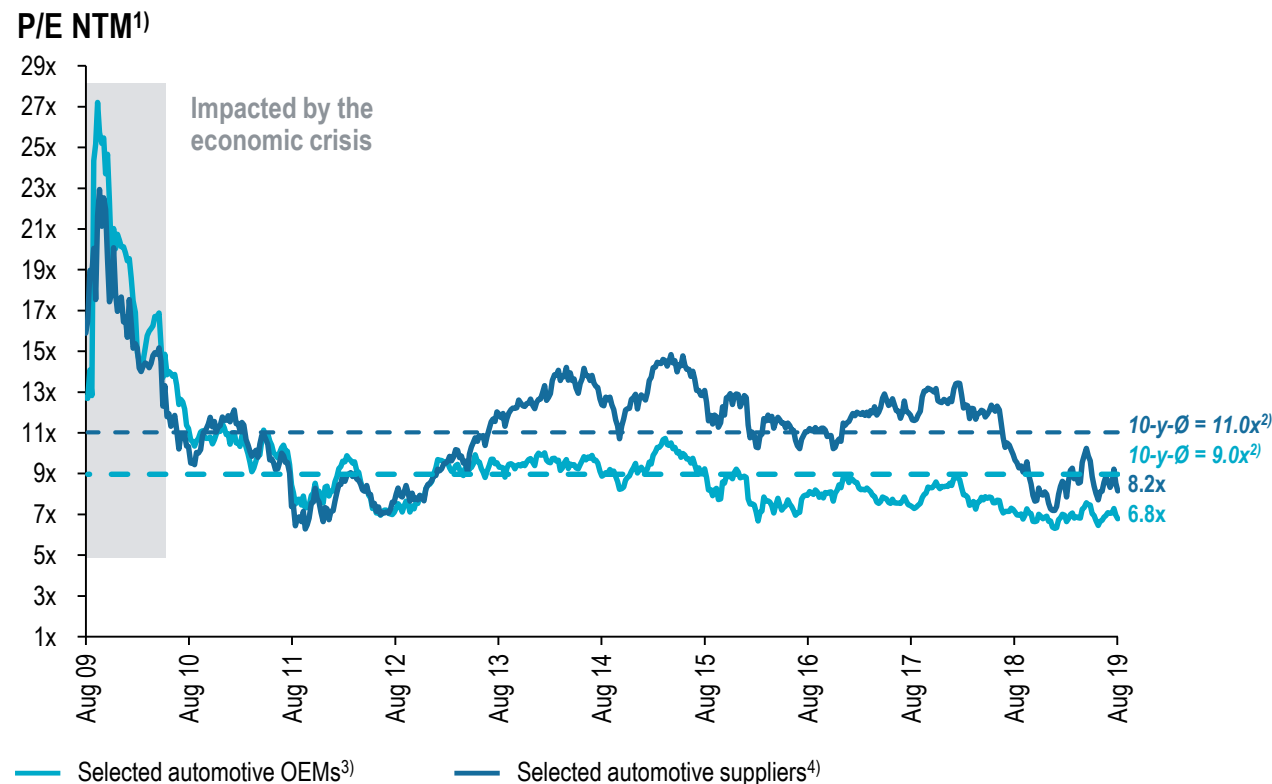


- > Valuation multiples of publicly traded automotive suppliers are **below their long-term average** values, driven by the weakening market environment and the existing uncertainties in the changing automotive industry, paired with investors' cyclical concerns
- > Recent multiple uplift in early summer 2019 also driven by reduced earnings forecasts
- > Many **suppliers are currently facing deteriorating free cashflows**, given comparably high working capital and capex requirements in addition to the shrinking operating profits
- > **Japanese** companies continue to trade **at a discount to European and North American** suppliers, reflecting the stagnation in their home market

1) NTM = Next twelve months; 2) Excluding the distorting impact of the economic crisis (Aug–Dec 2009 multiples); 3) Aisin Seiki, Bridgestone, Denso, Exedy, JTEKT, Keihin, Koito, NHK Spring, NSK, Stanley Electric, Showa, Sumitomo Riko, Tokai Rika, Toyoda Gosei, Toyota Boshoku and TS Tech; 4) Autoliv, Autoneum, Brembo, CIE, Continental, ElringKlinger, Faurecia, Georg Fischer, Haldex, Hella, Leoni, Norma, Plastic Omnium, PWO, SHW, SKF, Stabilus and Valeo; 5) American Axle, BorgWarner, Cummins, Dana, Delphi, Iochpe-Maxion, Lear, Magna, Martinrea, Meritor, Tenneco, Tower and Visteon

The gap between the valuation of automotive OEMs and suppliers has narrowed since the beginning of 2018, driven by suppliers' multiple de-rating

Evolution of automotive OEM and supplier valuations



- > Supplier valuation multiples have historically outperformed OEMs, with OEMs' valuations appearing to have **reflected risks from disruptive trends** to a larger extent
- > However, the **valuation spread has narrowed** in 2018 and 2019
- > Investors seem to increasingly **factor in the headwinds and cost of disruption** in their supplier valuations, being at the same time more **cautious about the cost and payback of growth areas** for the supplier sector

1) NTM = Next twelve months; 2) Excluding the distorting impact of the economic crisis (Aug–Dec 2009 multiples); 3) BMW, Daimler, Ford, General Motors, Honda, Toyota and Volkswagen; 4) American Axle, Autoliv, BorgWarner, Brembo, Continental, Dana, Delphi, Faurecia, Hella, Magna, Norma and Valeo

Financial performance of suppliers varies greatly depending on region, company size, product focus and business model

Profitability trends in the global automotive supplier industry 2018

Region **1** **Company size** **2** **Product focus** **3** **Business model** **4**



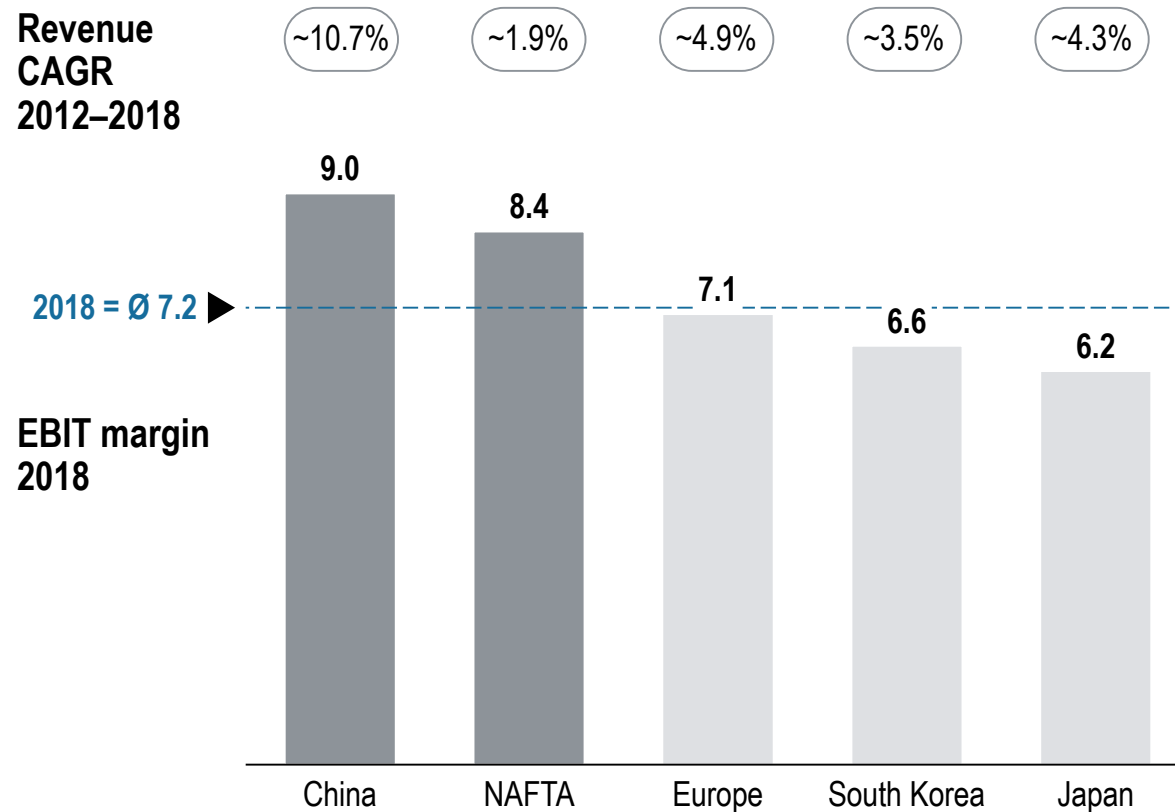
- > **Chinese-based suppliers** achieved the highest EBIT margins with ~9.0% in 2018
- > **NAFTA-based suppliers** profit from their previous restructuring efforts reaching ~8.4% EBIT margins
- > **However**, in both regions **deterioration expected for 2019**
- > **Mid-size suppliers** (EUR 1.0 to 2.5 bn revenues) could realize the highest EBIT margins with ~8.7%
- > **Large suppliers** with >EUR 10 bn revenues achieved above average EBIT margins of ~7.3%
- > **Tire suppliers** benefit from their aftermarket business and continue to realize high EBIT margins of ~11.3%
- > **Chassis suppliers** also outperform the market and reach EBIT margins of ~8.1% driven by recent technology trends
- > **Process specialists** are able to catch up to product innovators in terms of EBIT margins
- > The systematic "lean" focus of the last years pays off with 6.6% EBIT margins



- > **Japanese suppliers** have improved but remain at a low level of ~5.8% EBIT margins
- > Globally, suppliers **expected to face margin declines** in 2019
- > **Very large suppliers** (EUR 5.0 bn to 10.0 bn revenues) fall behind with an EBIT margin of 6.5%
- > **Small suppliers** (EUR 0.5 bn to 1.0 bn revenues) fail in terms of translating above-average growth into profitability improvements
- > **Powertrain suppliers** lost ground and achieved below-average margins
- > **Interior suppliers** still trail their peers, with recently increasing margins but still waiting for future customization trends to realize
- > **Product innovators** are growing strongly but have difficulties translating this further into above-average EBIT margins

Automotive suppliers globally have to deal with declining margins – NAFTA- and China-based suppliers still above average

Key supplier performance indicators by region 2018 [%]



- > **China-based suppliers defended their far-above-average margins**; however, they are expected to suffer from the slowdown in the domestic market since H2/18
- > **NAFTA-based suppliers can defend their excellent position** from previous years and are still outperforming European players, but will also see further declines due to the negative market development in H2/18 and 2019
- > **Europe based suppliers fall behind** in terms of margin development; 2018 and beginning of 2019 were difficult due to volume declines and output issues in conjunction with the new WLTP process
- > As in previous years, **South Korea-based suppliers' margins are below average**
- > **Japan-based suppliers proceeded with their recovery** in terms of profitability but are still far behind the other regions

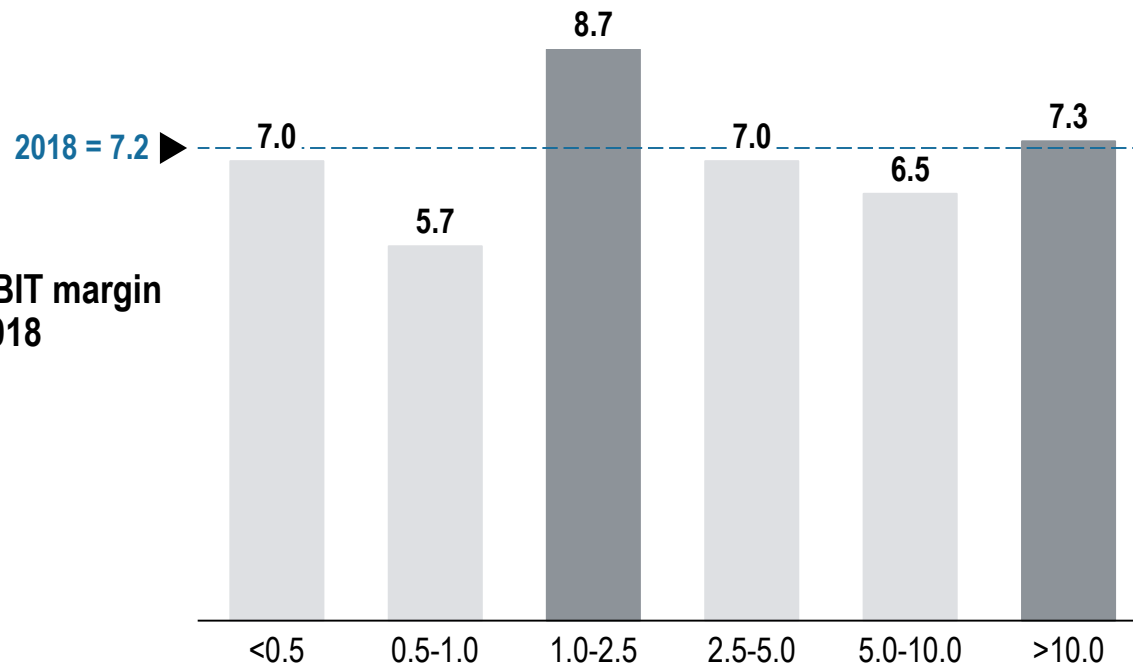
Financially strong multinational suppliers as well as mostly technology-focused mid-size suppliers achieve the highest margins

Key supplier performance indicators by company size (EUR bn sales) 2018 [%]

Revenue
CAGR
2012–2018



EBIT margin
2018



- > **Large multinational suppliers** (above EUR 10 bn revenues) can leverage scale effects and benefit from additional business potentials due to new technologies or digital business models
- > **Very large suppliers** (EUR 5 bn to 10 bn revenues) are in a sandwich position between OEM price pressure and high capital requirements for new technologies and further growth
- > **Large suppliers** (EUR 2.5 bn to 5 bn revenues) achieve industry-average values for revenue growth and margins
- > **Mid-size suppliers** (EUR 1.0 bn to 2.5 bn revenues) achieve above-average profitability, mostly on the back of a very focused and technology-enabled product portfolio
- > **Small suppliers** (EUR 0.5 bn to 1.0 bn) seem to have difficulties translating growth into margin improvement

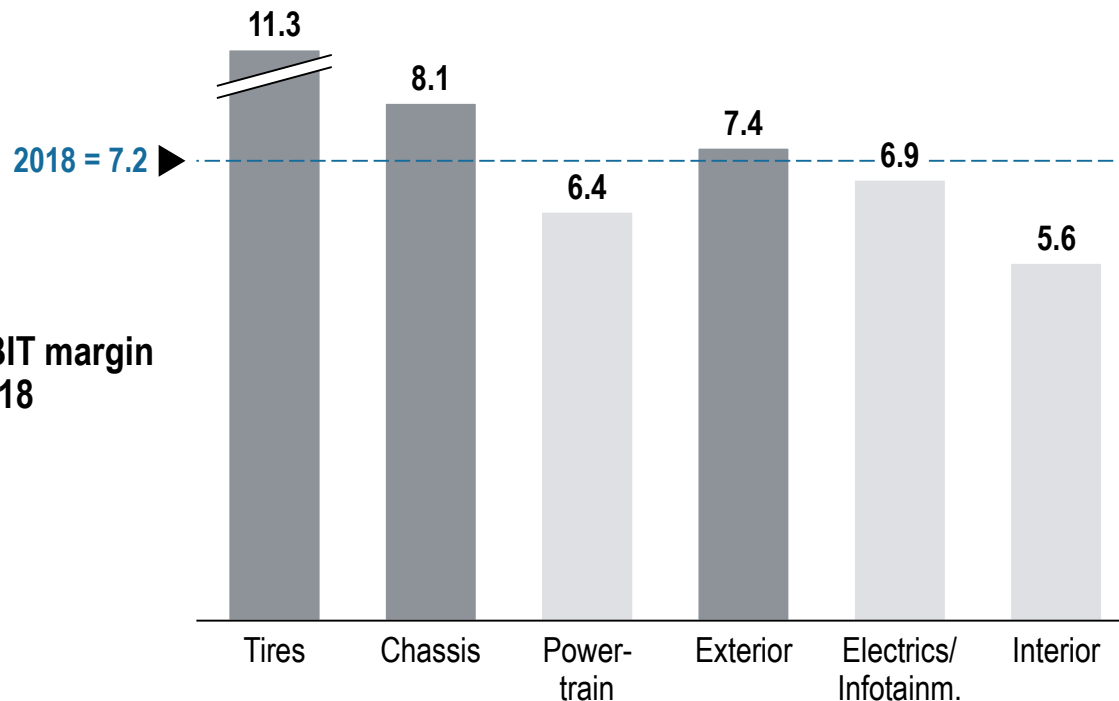
Tire suppliers benefit from favorable raw material costs & business model – Chassis suppliers well positioned for future technologies

Key supplier performance indicators by product focus 2018 [%]

Revenue
CAGR
2012–2018



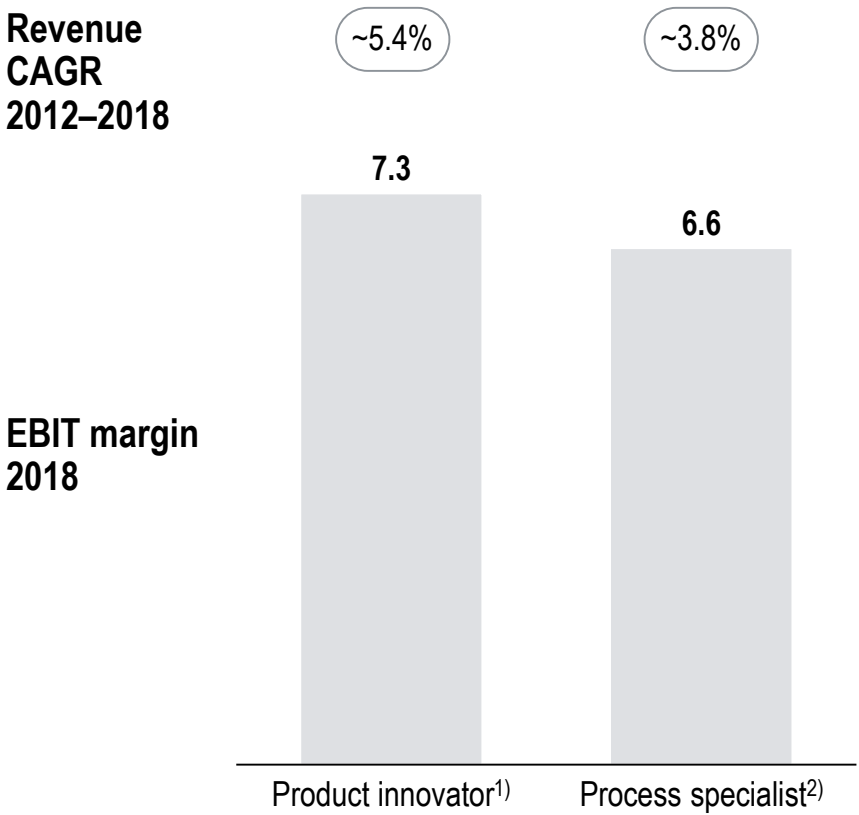
EBIT margin
2018



- > **Tire suppliers** can benefit from their **aftermarket business**; favorable raw materials price developments in the past helped to achieve far-above-average margins
- > **Chassis suppliers** achieve above-average margins due to **advanced driver assistance** and **active safety**
- > **Powertrain** margins further pressurized by **intensified competition**, the **cost of (multiple) innovations** and the **rise of electric vehicles**
- > **Exterior** suppliers have been growing strongly. **Margins benefited from raw materials price developments** and increasing importance of light weight with high-quality material
- > **Electrics/infotainment** suppliers still below average although importance of components is increasing – intensified competition
- > **Interior suppliers** don't see a recovery

Product innovators have not kept the high margin levels of the previous years and have to focus on process efficiency in the future

Key supplier performance indicators by business model 2018 [%]

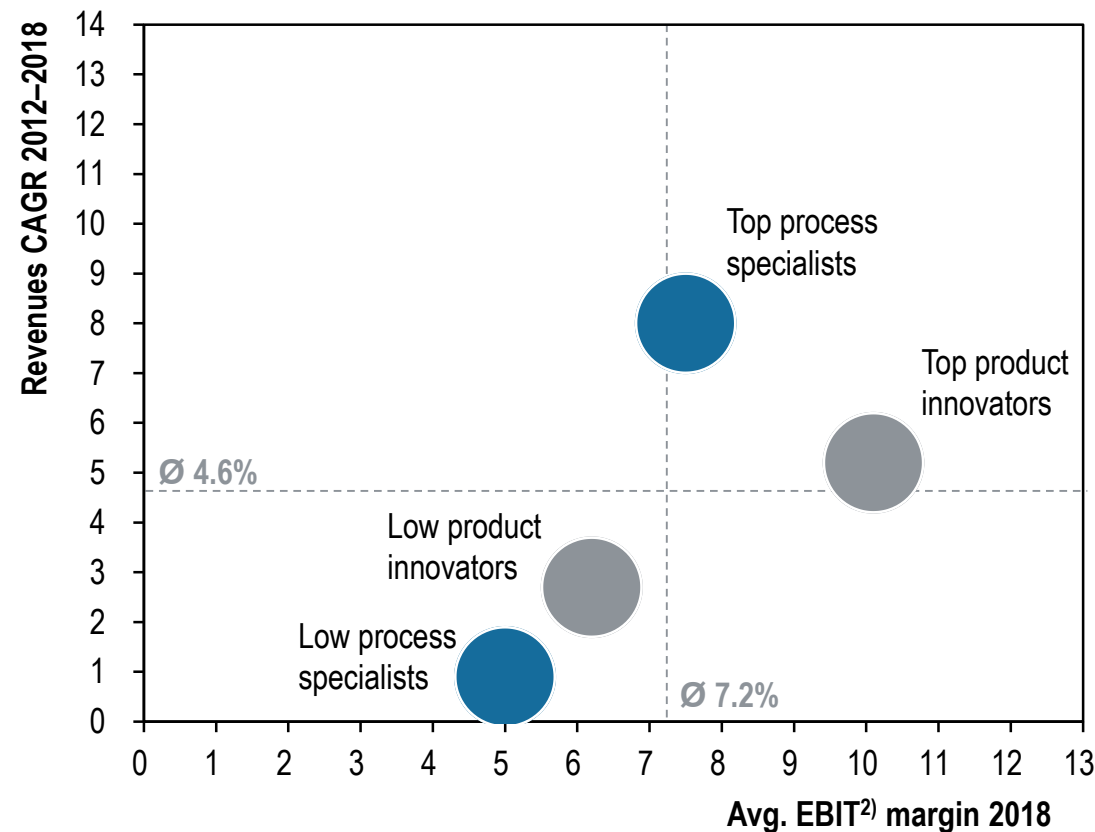


- > On average, innovative products feature **higher differentiation potential** and greater OEM willingness to pay higher prices
- > But overall **profit margins of product innovators came under pressure** due to increasing OEM price pressure and intensified competition
- > **Efficiency improvements**, e.g. subsequent to Industry 4.0 opportunities and lean approaches seem to **pay off for process specialists**
- > **Gap between process specialists and product innovators reduced** over the last years; reason to be seen in the MADE³⁾ trends and the resulting financial/operational challenges, especially for product innovators

Note: Analysis excludes tire suppliers.
 1) Business model based on innovative products with differentiation potential; 2) Business model based on process expertise (while product differentiation potential is limited)
 3) M = Mobility A = Autonomous D = Digitization E = Electrification
 Source: Company information, Roland Berger/Lazard, Roland Berger/Lazard supplier database

However, the top performers in terms of average margins are still among the product innovators

Key performance indicators of top vs. low-performing suppliers¹⁾



- > **Product innovators** outperform process specialists in terms of **average profitability**
- > **Top process specialists**, though, achieve average revenue **growth that is above the top product innovators**
- > **Top process specialist growth** is also **accelerated by M&A** activities of several players
- > Large **difference in growth rates** between top and low-performing process specialists indicates the **relevance of scale economies**

1) Top (low) performance based on above-average (below-average) revenue growth 2012–2018, ROCE 2012–2018 and ROCE 2018; 2) EBIT after restructuring items

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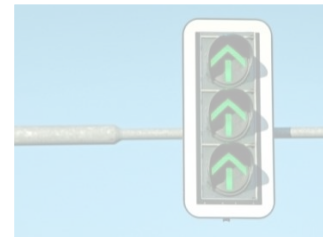
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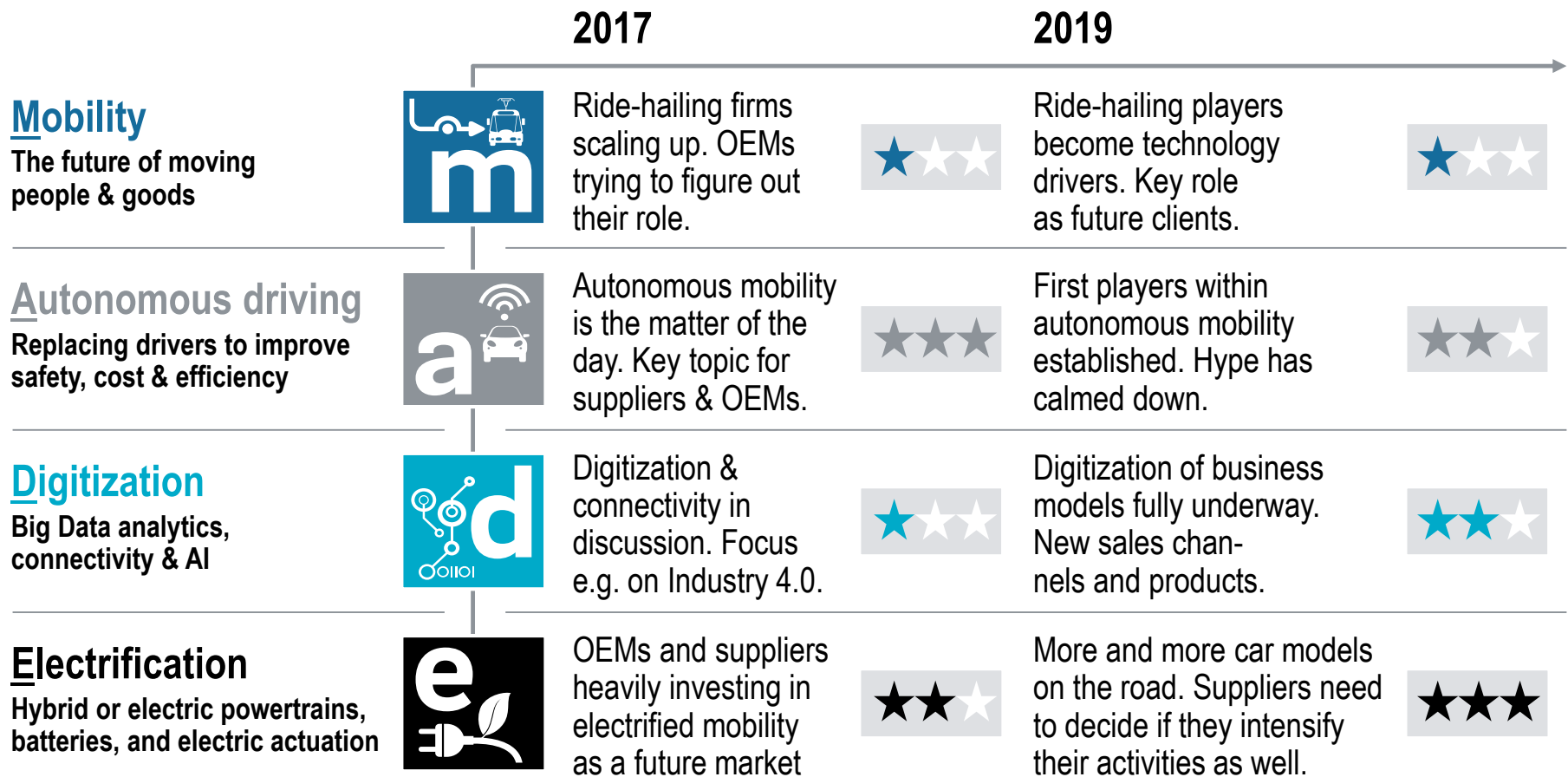
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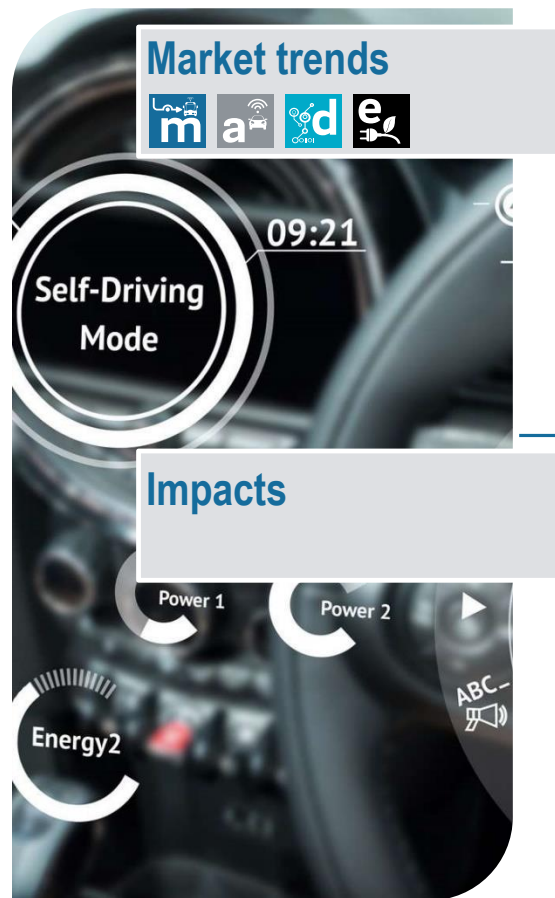
The importance of mobility- and digitization-related business models significantly increased while electrified mobility is becoming normality

MADE temperature check 2017 vs. today



The change in the automotive industry is gaining speed, affecting the market landscape, product portfolios and required employee skills

Current developments within the automotive industry

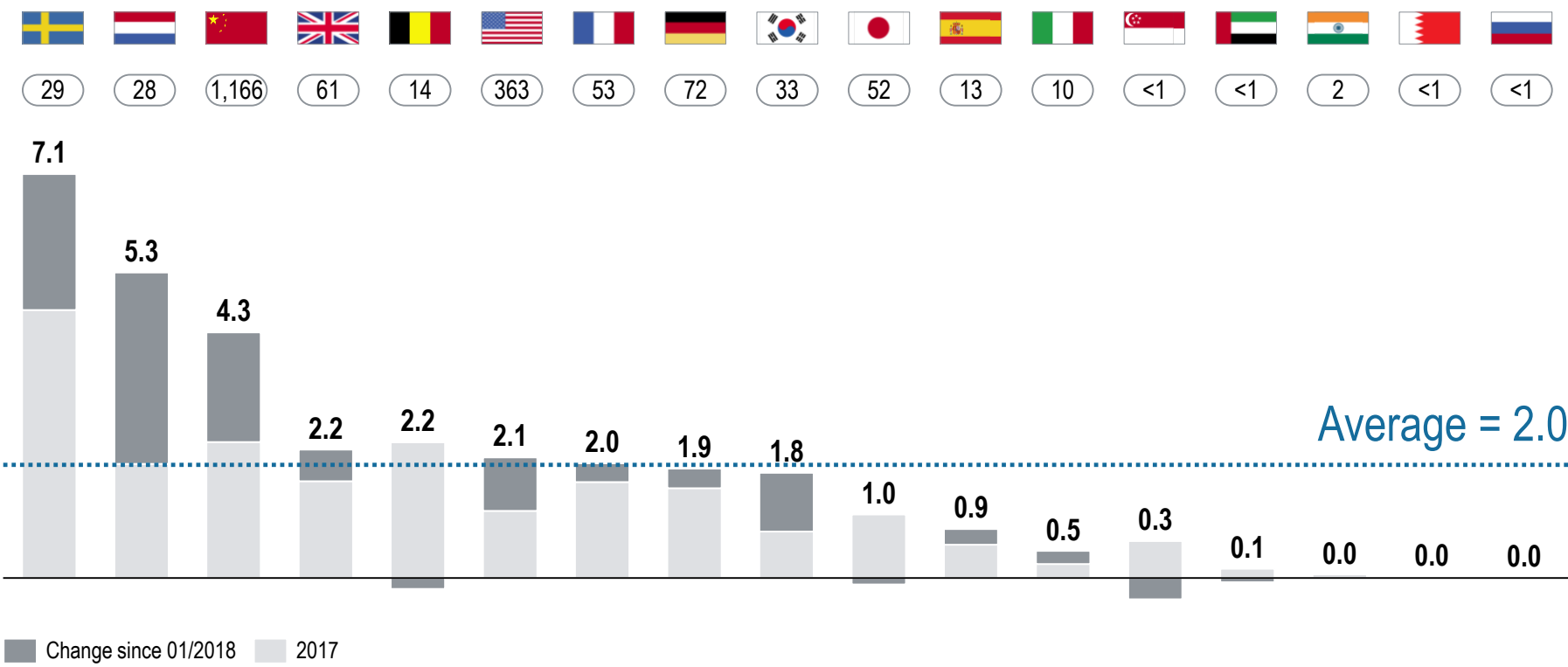


- 1 **Prerequisites for electric vehicles constantly getting better**, e.g. further emission regulations and ICE city bans, decreasing battery costs or improving infrastructure
- 2 Beside new forms of mobility also the **mobility mix itself is changing**
- 3 **Uncertainty remains over technical development path** and legal framework for autonomous driving
- 4 Data-based and **digital business models enable new business potential**
- 5 **Sales potential for certain products likely to fall dramatically**
- 6 **Customers continue to push suppliers** for cost reductions
- 7 **New players enter the automotive business** across the entire value chain
- 8 **Required employee skill-set is changing** dramatically
- 9 **Access to capital is expected to become tougher** given a shrinking relative attractiveness of the automotive sector

Sales numbers for electrified cars still low – But, despite the automotive market cool-down in H2/2018, all markets saw growth for xEV

EV/PHEV/FCEV sales in 2018 [% of total vehicle sales]

2018

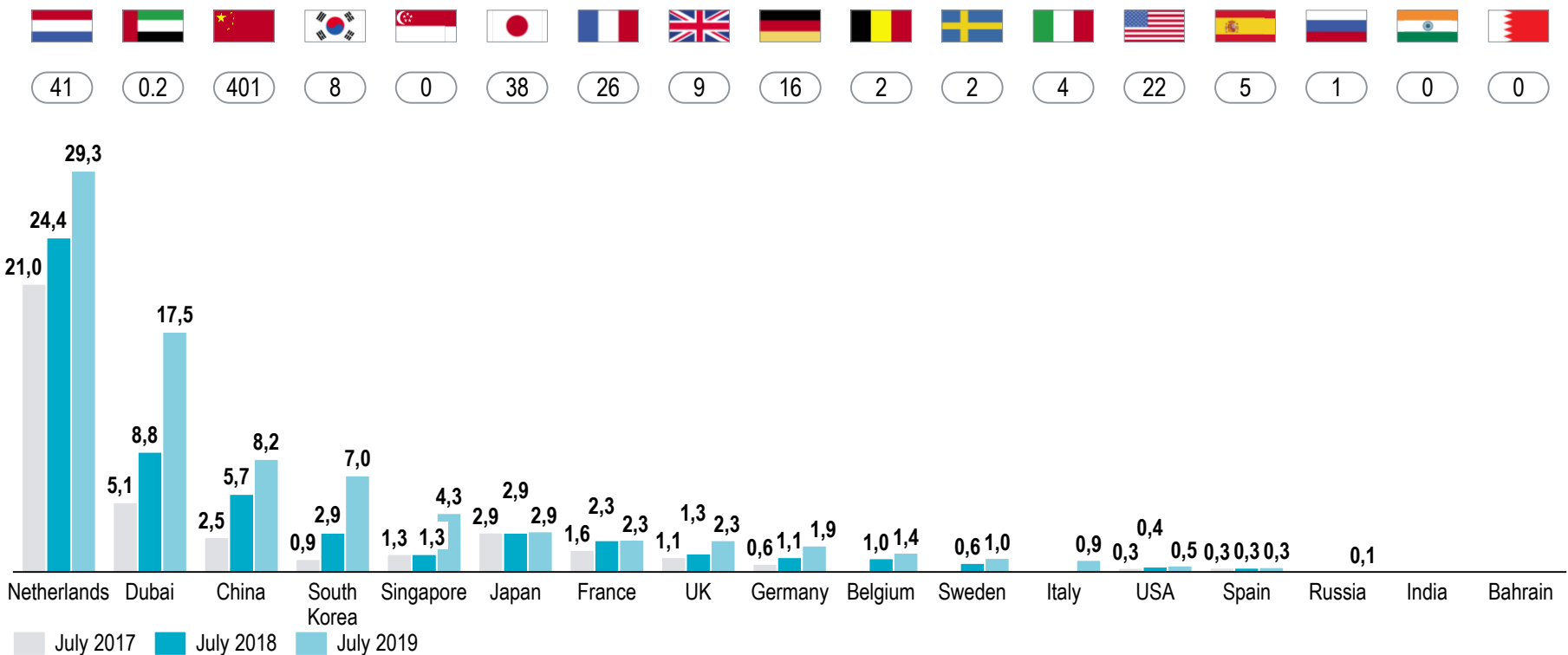


(XX) Sold units in thousands

The charging infrastructure for electrified cars is gradually getting better – But still many countries have a long way to go

Infrastructure: Charging infrastructure [charging stations per 100 km roadways]

Jul -17 / Jul -19

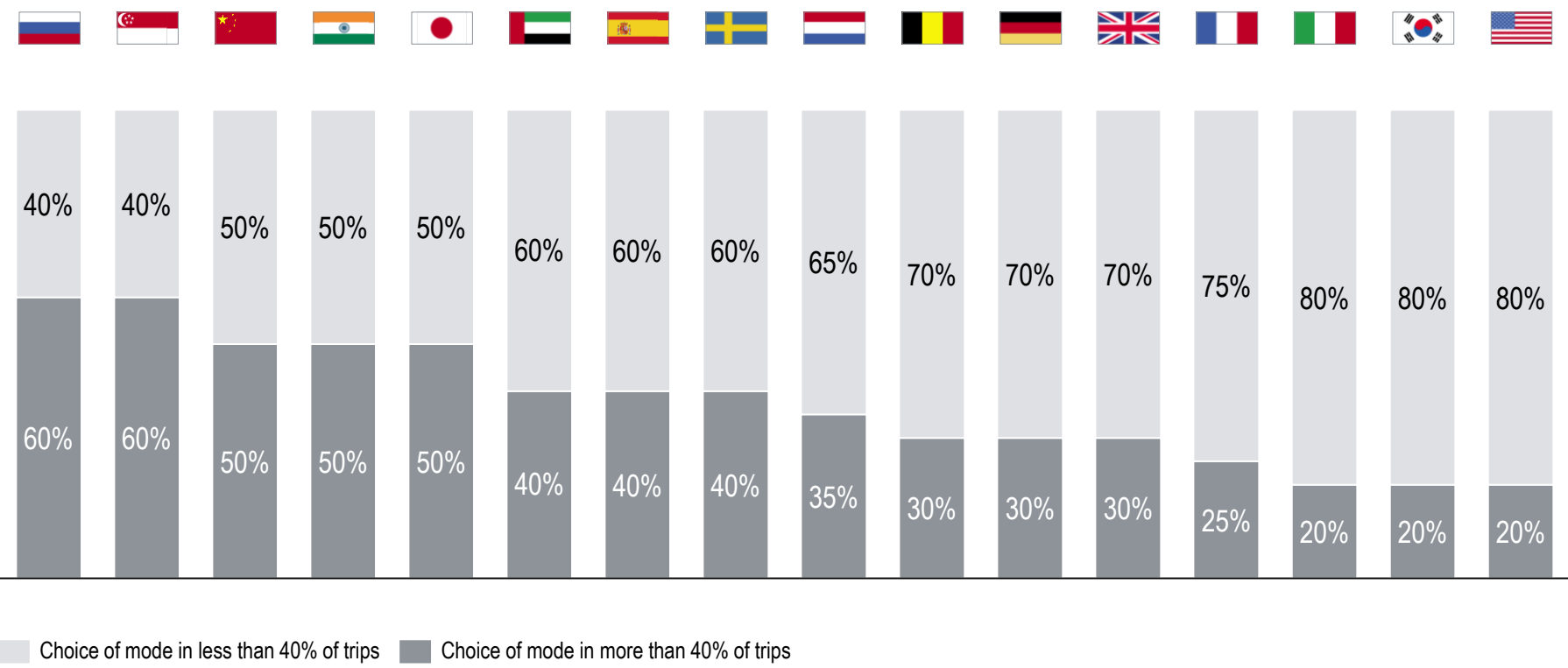


(XX) : # charging stations ('000)

Especially in Asia the majority of people already have the opportunity to decide between different mobility modes – Limitations in EU/US

Multimodal mobility – Offer in terms of transportation modes

On all the trips you took, how often did you have the choice for a different mode of travel?

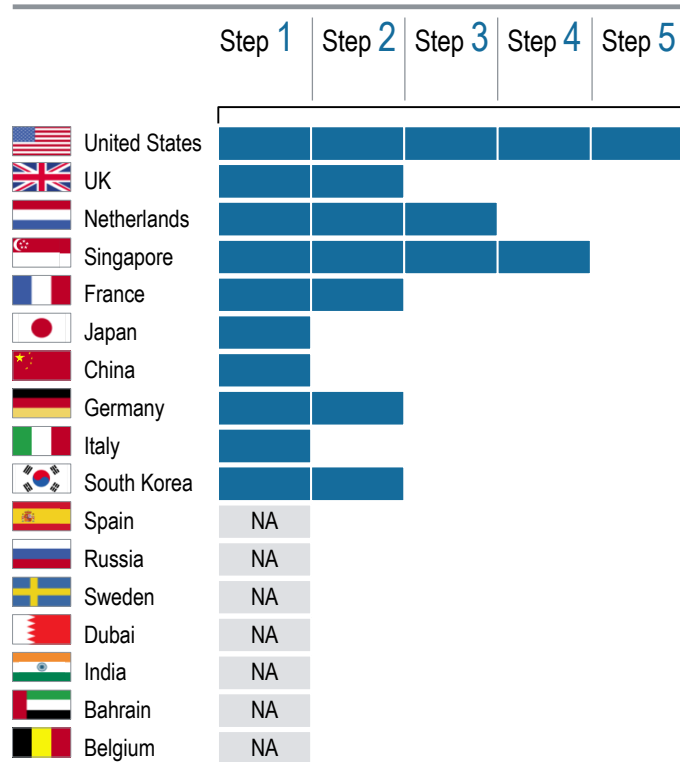


Source: RB online survey Jan 2019: 16,180 participants - Participants by country: Belgium 1,004; China 1,006; France 1,006; Germany 1,004; India 1,008; Italy 1,012; Japan 1,060; Netherlands 1,001; Russia 1,011; Singapore 1,004; South Korea 1,009; Spain 1,009; Sweden 1,001; UAE 1,009; UK 1,036; USA 1,01; Lazard

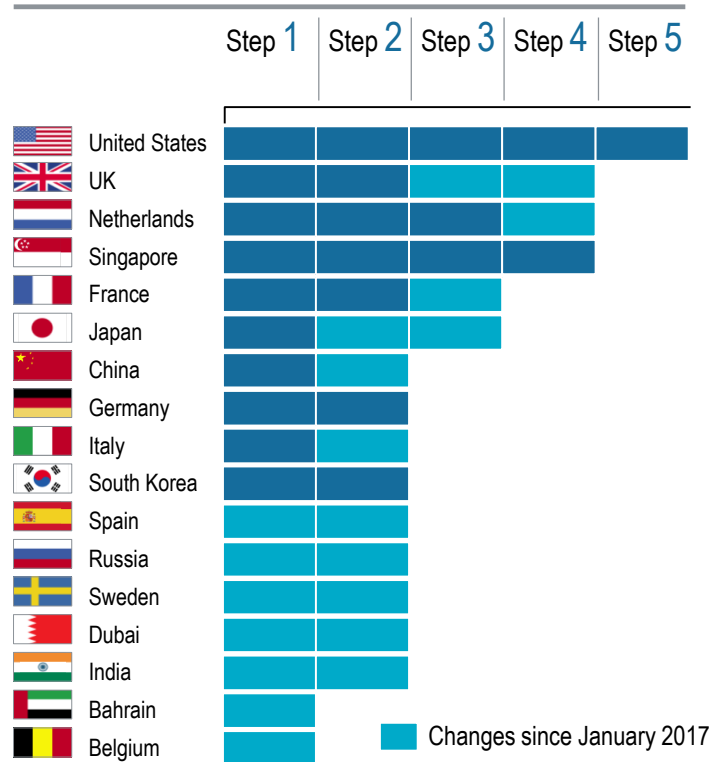
The legislative framework for autonomous mobility gets better – However, L5 blanket coverage still has a long way to go

Evolution of approval process for autonomous driving levels L4 & L5

Edition 1 (Jan 17)



Edition 5 (Jan 19)



- > Legislation still a limiting factor for automated driving
- > UK with the biggest development step during the last 2 years
- > USA the only country globally without limitations for type approval process, hence most leading players for automated mobility out of the US
- > Ethical discussions often hampering the legislation process
- > In addition, increasing awareness of massive capital requirements with uncertain payback periods to achieve L5

Indicator Rating: Progress regarding type approval progress for autonomous vehicles



The digitization of the industry is well underway, but only technology system integrators or new players can fully leverage the potential

Digitization steps in the automotive industry

1 Digitization of business processes

- > Workflow automation and RPA to digitize inter- and intracompany business processes (e.g. P2P, PEP) and standardized tasks
- > Industry 4.0 solutions for shop floor automation (e.g. predictive maintenance, testing)

2 Digitization of products and services

- > Capturing of product and customer data for additional services, e.g. telematics and predictive service offerings
- > Introduction of smart products, traceability and mobility solutions, or infotainment features
- > Car connectivity and V2I (vehicle to infrastructure) communication

3 Digitization of entire business models

- > Introduction of disruptive business models, e.g. mobility-as-a-service
- > Cloud-based service offerings
- > Innovative applications, e.g. mobility apps, eCar wallets
- > Digitization of sales channels
- > Use of blockchain technology for e.g. IoT, smart contracts, fleet management



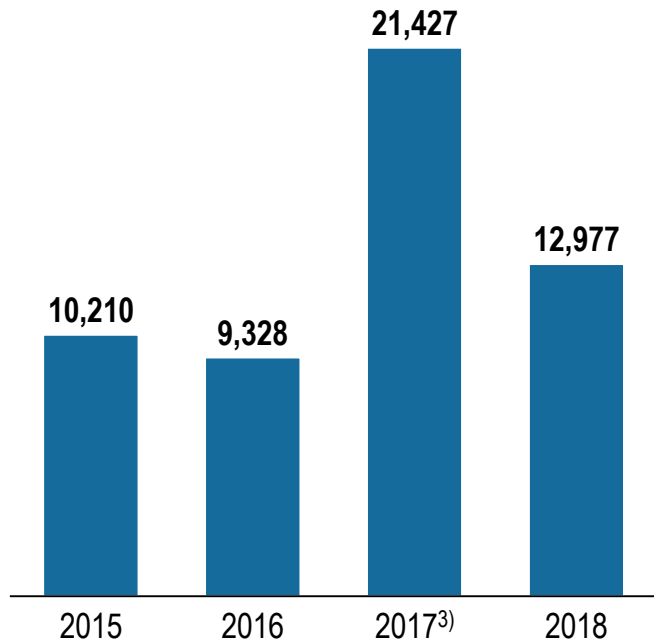
Accessibility for automotive suppliers

Since 2015 more than EUR 60 bn of venture capital has been invested into new automotive technologies and players

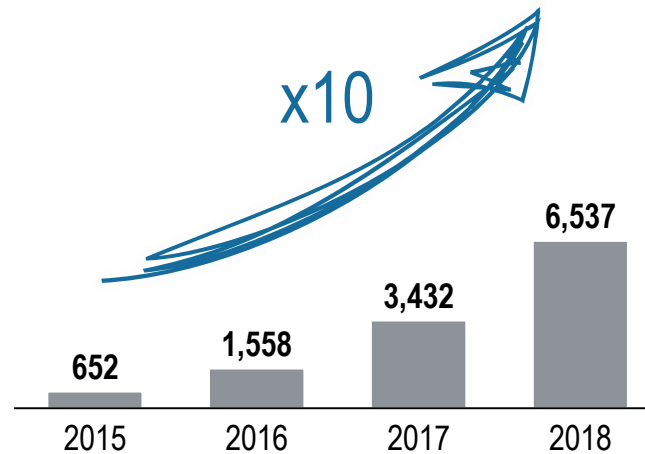
Invest in venture capital¹⁾: Mobility and artificial intelligence [USD m]



Total VC invest –
Mobility



Total VC invest –
Artificial intelligence²⁾



- > VC funding of new automotive technologies is extremely high
- > While investments in mobility themes have been high for a few years, artificial intelligence is becoming the hot topic in terms of technology recently
- > With external financing, new players can catch up with large established players in the market

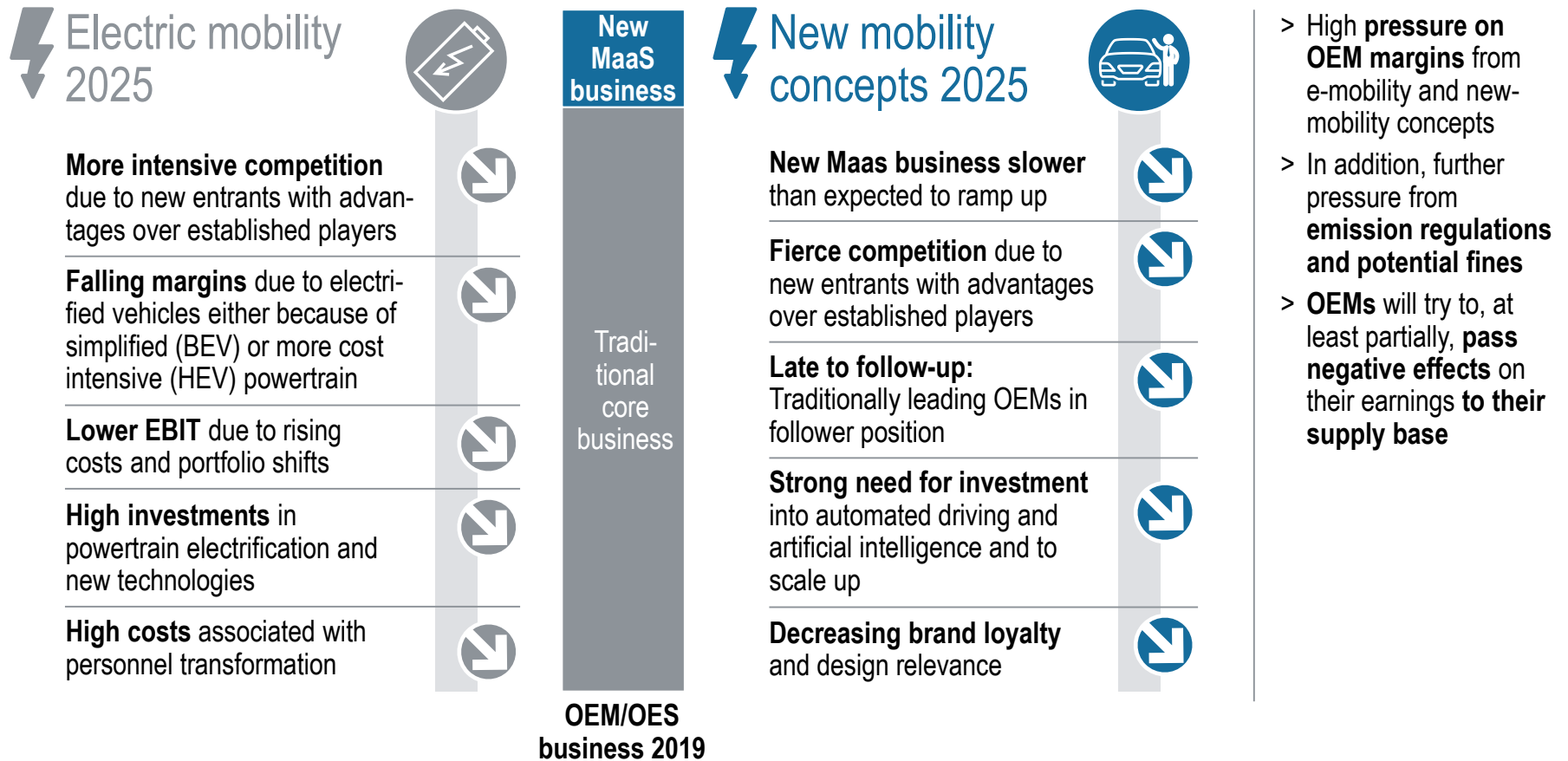
1) Analysis on disclosed amounts

2) Including investments in smart cars, AI in transportation and autonomous vehicle technologies, and AI infrastructures (natural language processing, computer vision, etc.)

3) Fueled by several large funding rounds (e.g. Didi, Lift, Grab, et al.)

Traditional OEMs are facing pressure from many sides, not only in new expansion areas but also in their core business

Pressure on traditional OEMs






- > High **pressure on OEM margins** from e-mobility and new-mobility concepts
- > In addition, further pressure from **emission regulations and potential fines**
- > **OEMs** will try to, at least partially, **pass negative effects** on their earnings **to their supply base**

 Positive impact on business  Negative impact on business  Neutral

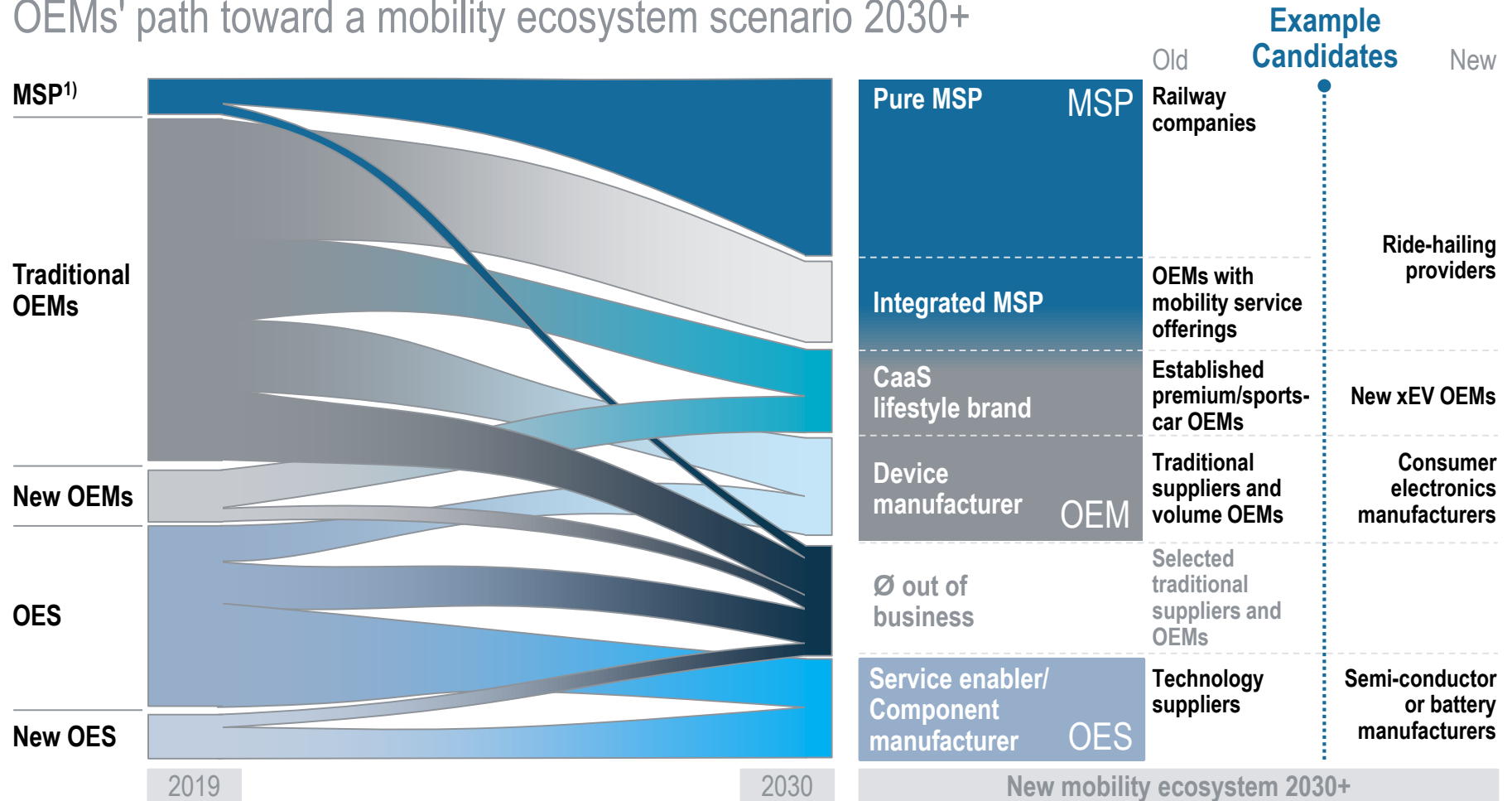
Coherently, OEMs have announced large cost-saving programs, which all have a major material-cost-reduction component

Recent efficiency programs of major OEMs (illustrative selection)

OEM 	 Improvement targets	 Examples of levers	
General Motors	4.5 USD bn cost reduction by 2020	<ul style="list-style-type: none"> > More efficient production > Leaner product portfolio > Reduction of material costs 	<ul style="list-style-type: none"> > Cost-saving programs are one of the most promising measures for OEMs to handle their current challenges > Nearly all large cost-cutting programs have a material-cost-reduction element, thus are targeting the supply base > Suppliers have to define measures to defend themselves against cost-saving programs and to handle their financing requirements in parallel
Porsche	6.0 EUR bn op. result by 2025	<ul style="list-style-type: none"> > More efficient production > Digital business models > Reduction of material costs 	
Mercedes-Benz	4.0 EUR bn op. result by 2025	<ul style="list-style-type: none"> > More efficient production > Quicker introduction of new products > Reduction of material costs 	
Jaguar/ Land Rover	2.5 GBP bn cash flow by mid-2020	<ul style="list-style-type: none"> > Layoffs > Reduction of non-product investments > Reduction of material costs 	

Successful new market entrants leverage a non-automotive mindset and technological innovations to capture parts of the future business

OEMs' path toward a mobility ecosystem scenario 2030+

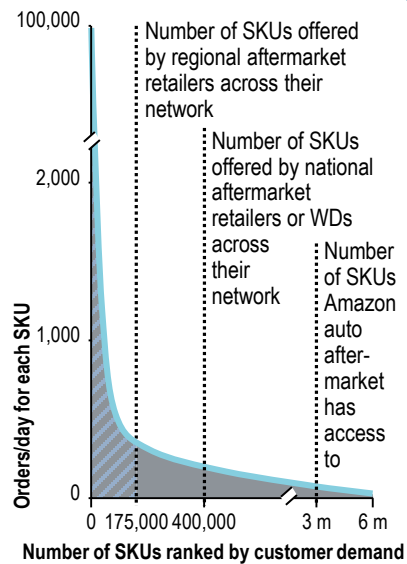


1) MSP = Mobility Service Providers

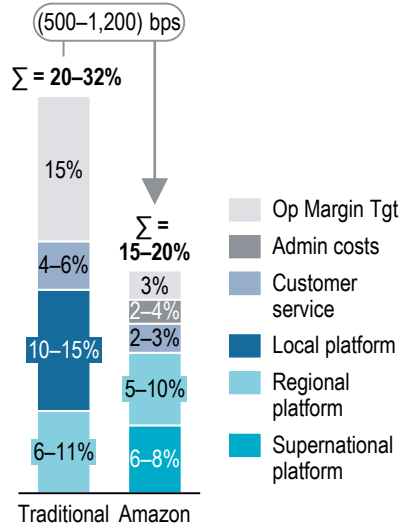
Players like Amazon enter different areas of the market and win on scale, coverage or pricing, and even offer better user experience

Focus trend: E-commerce players' positioning in automotive aftermarket in the USA

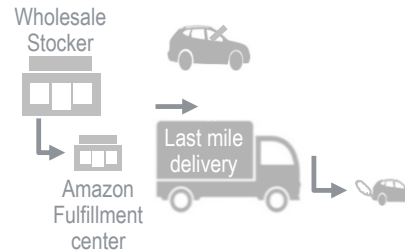
Large portfolio



Cost-efficient

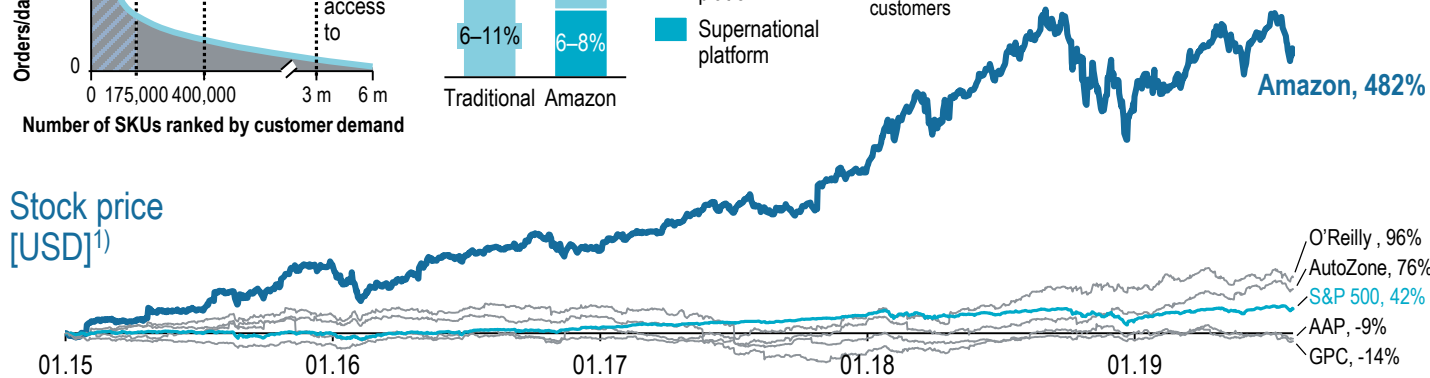


Fast delivery (still gap)



- > Pressure on **speed of delivery**: Same day in certain cities, 1-2 days in most cities and aiming for delivery within **1 hour by 2025**
- > **Economies of scope and scale** across product categories to move parts from warehouses to fulfillment centers near customers

Stock price [USD]¹⁾

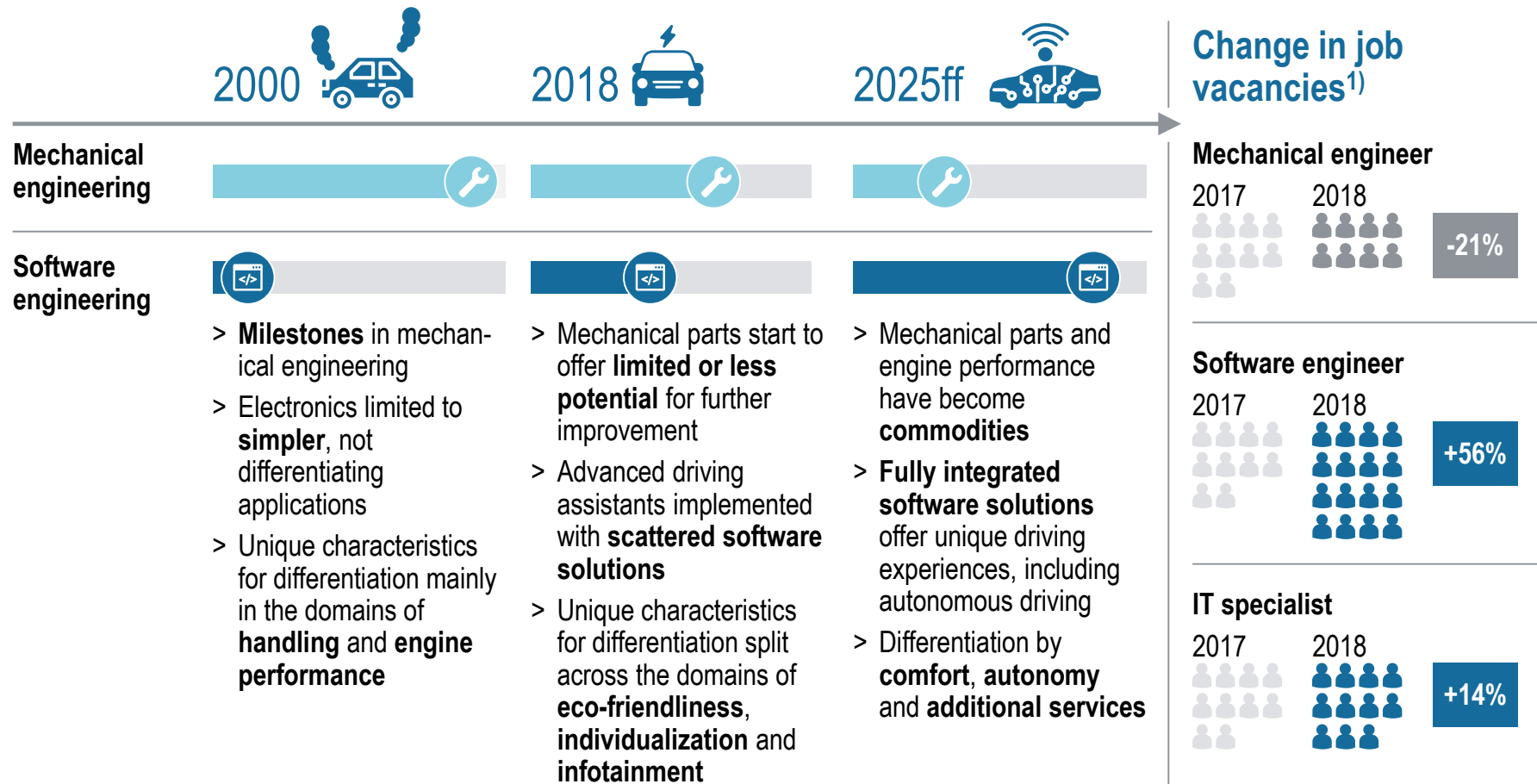


1) Stock price information as of Aug 9, 2019

- > Amazon sales in the automotive aftermarket already passed the USD 1 bn milestone
- > Amazon not only offers parts for Do-It-Yourself but also services for Do-It-For-Me
- > Amazon leverages its sales channels for B2C as well as for B2B
- > Except body parts and software, the portfolio already covers the whole aftermarket bandwidth
- > Differentiation factor is a better service experience for the clients (delivery time, all out of one hand, etc.)

The changing influence on the supplier business models through new technologies are also reflected in required employee skill-sets

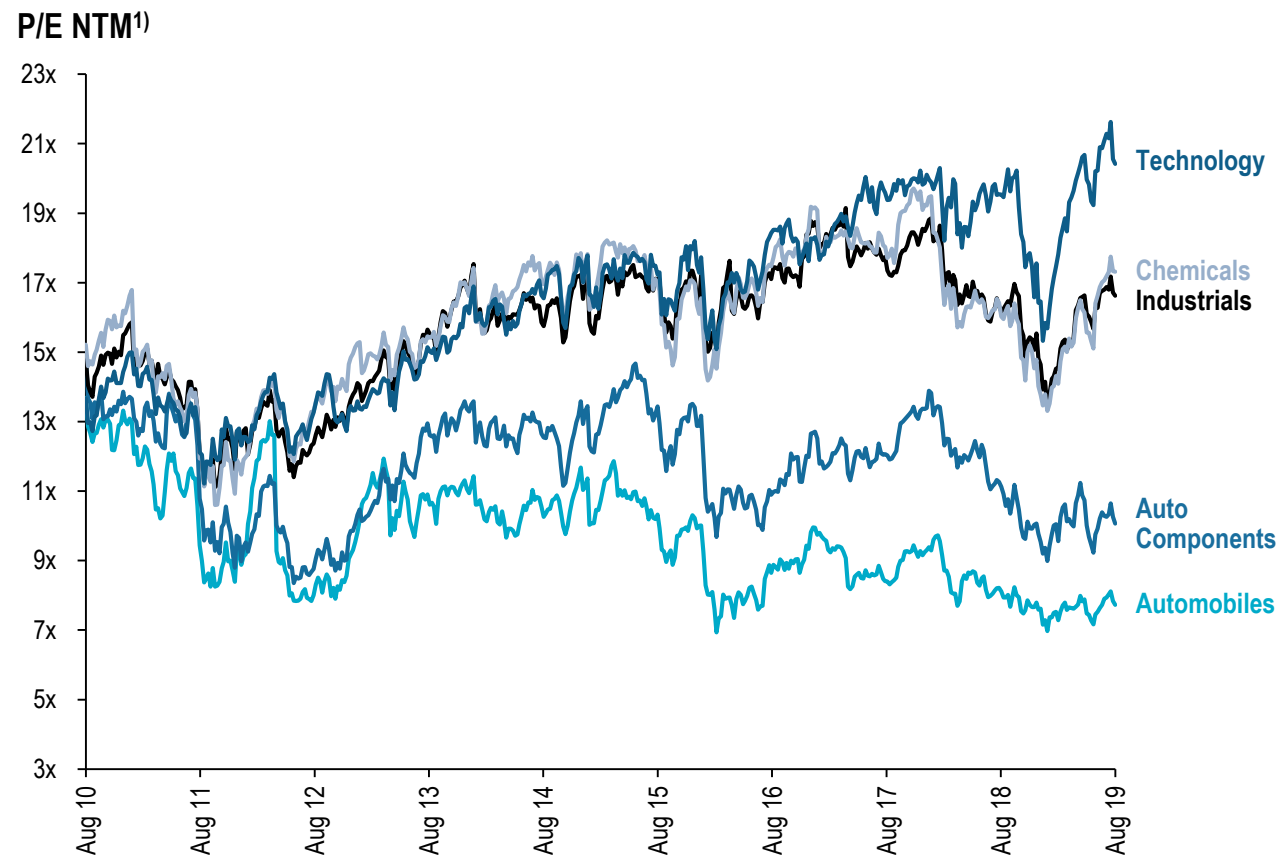
Importance of necessary skill-sets and change in job vacancies



1) Based on engineering jobs in Germany

The relative sentiment of the automotive sector vs. other industries has been deteriorating in the last decade

Evolution of sector P/E valuations in equity capital markets

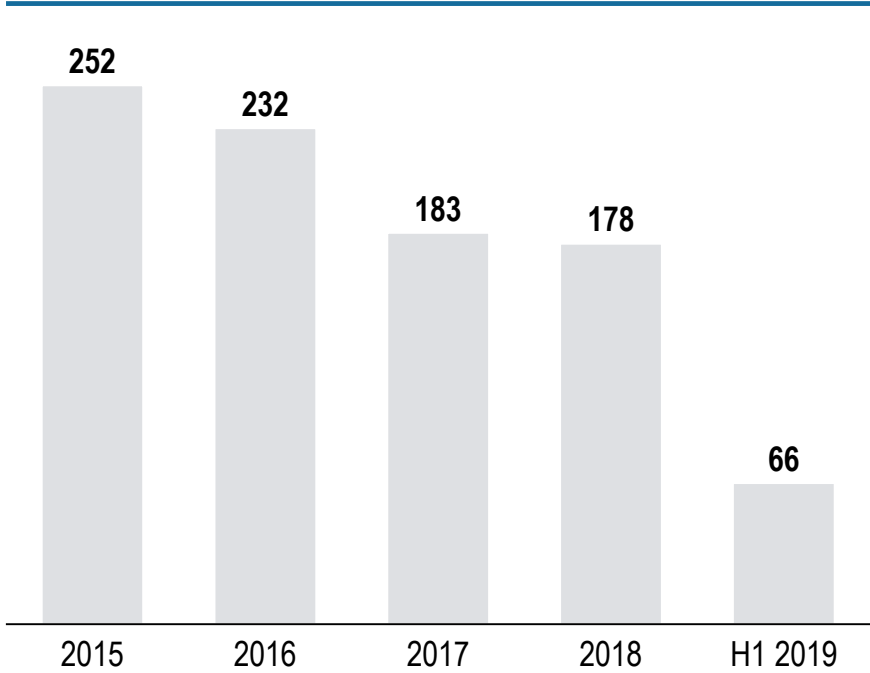


- > Equity capital markets valuation levels of the automotive sector have been **close to other industries a decade ago**
- > However, over the past years, **the gap has widened** – equity investors have increasingly been willing to pay **higher prices for other sectors**
- > Whereas other industries benefited from the generally positive macroeconomic and capital markets environment, **automotive companies saw rising concerns on their industry**

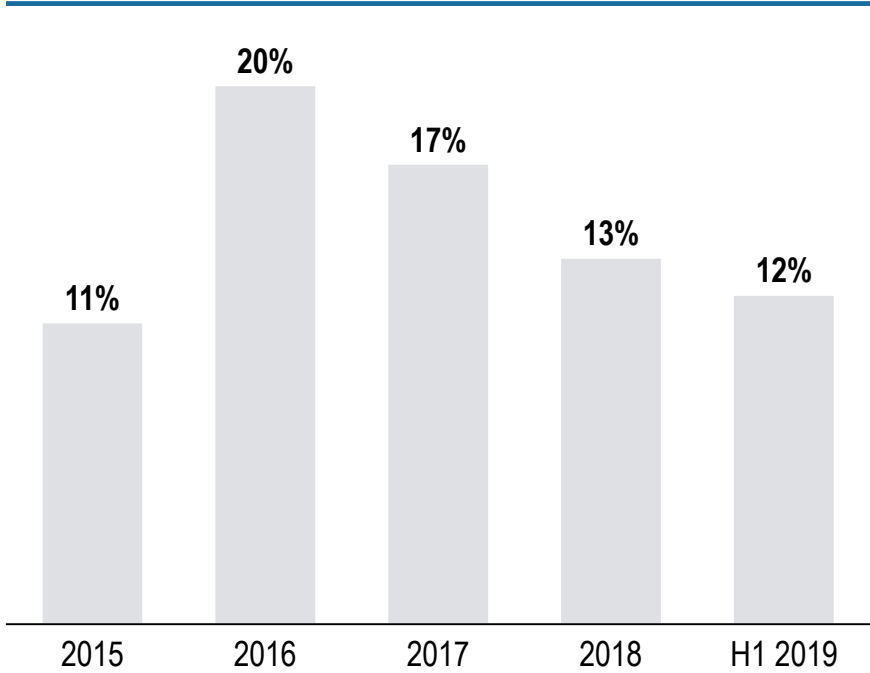
1) NTM = Next twelve months

Automotive M&A activity has slowed down substantially – Especially Chinese acquirers as important buyer group have become less active

of automotive supplier M&A transactions



Share of Chinese M&A activity in the supplier space

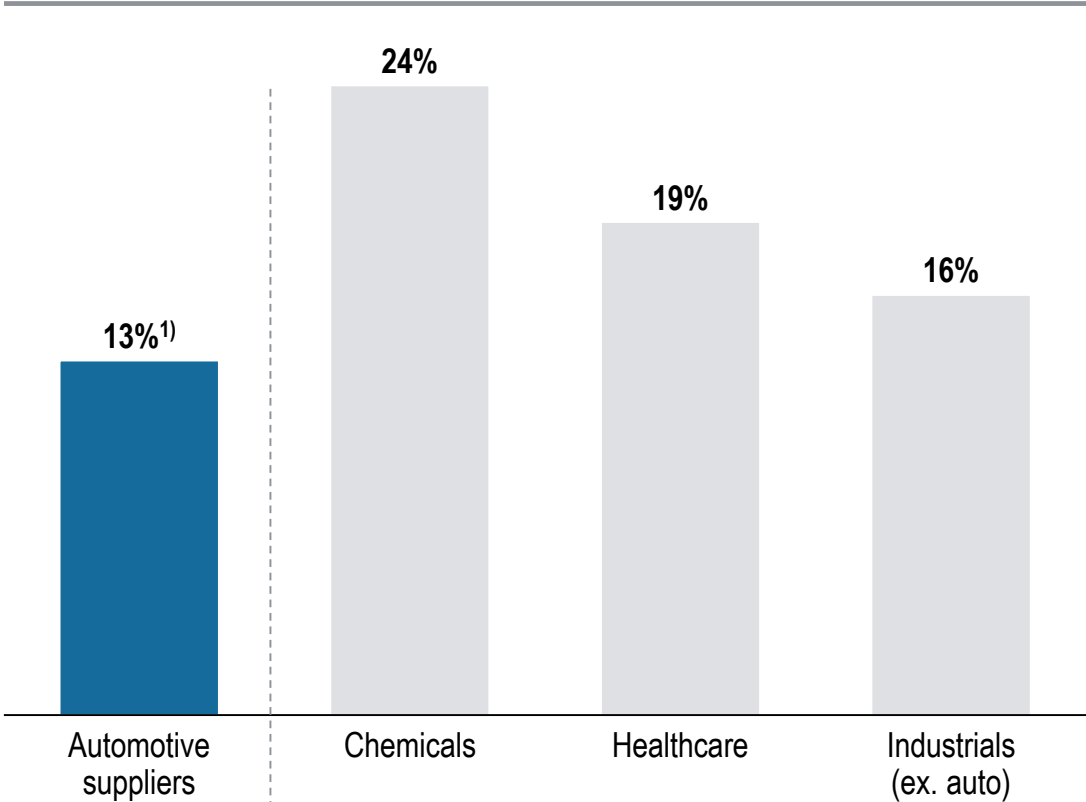


 Environment becomes more difficult – especially for smaller suppliers looking for a sale or merger

Note: Transactions considered: announced/completed, >75% stake, automotive suppliers, worldwide

Especially smaller suppliers are faced with comparably limited access to private equity capital and rising cautiousness on the credit side

Share of private equity buyers in mid-cap M&A transactions (2018)¹⁾



Note: Transactions considered: announced/completed, >75% stake, worldwide with disclosed deal value

Source: Dealogic, Roland Berger/Lazard, Press

1) Deal value between EUR 100 m and EUR 500 m; i.e. 13% of buyers were private equity buyers, while 87% were strategic acquirers 2) Translated

Selected debt capital and rating views

"We expect a further increase in receivable risk in the automotive industry, especially driven by vanishing liquidity levels of small and mid-size automotive suppliers. The current level of risk is the highest since the financial crisis and we expect an increasing number of insolvencies and payment defaults (increase of up to 30%) in the automotive supplier industry in the medium term."

ATRADIUS – APR-2019²⁾

"New technologies require automotive suppliers to make a substantial investment resulting in an additional need for financing. However, simultaneously banks are becoming more cautious with regards to traditional lending in the automotive sector, as the industry and corresponding rating recently have come under pressure. Some banks even indicated their general reluctance to increase the exposure in the automotive sector."

DR. WIESELHUBER & PARTNER – APR-2019²⁾

"Weakening demand for cars and trucks has pushed credit rating company Moody's to cut its outlook for the auto industry from stable to negative. Slowing economic growth, a better-than-expected end to 2018 and a host of potential political pitfalls are all expected to dampen global auto sales in 2019, Moody's said in a research note Monday."

CNBC – MAR-2019

In 2018 many suppliers have streamlined their portfolios or invested in further growth through M&A – Lower activity in 2019 so far

Selected automotive supplier acquisitions, 2014–2019 (YTD)

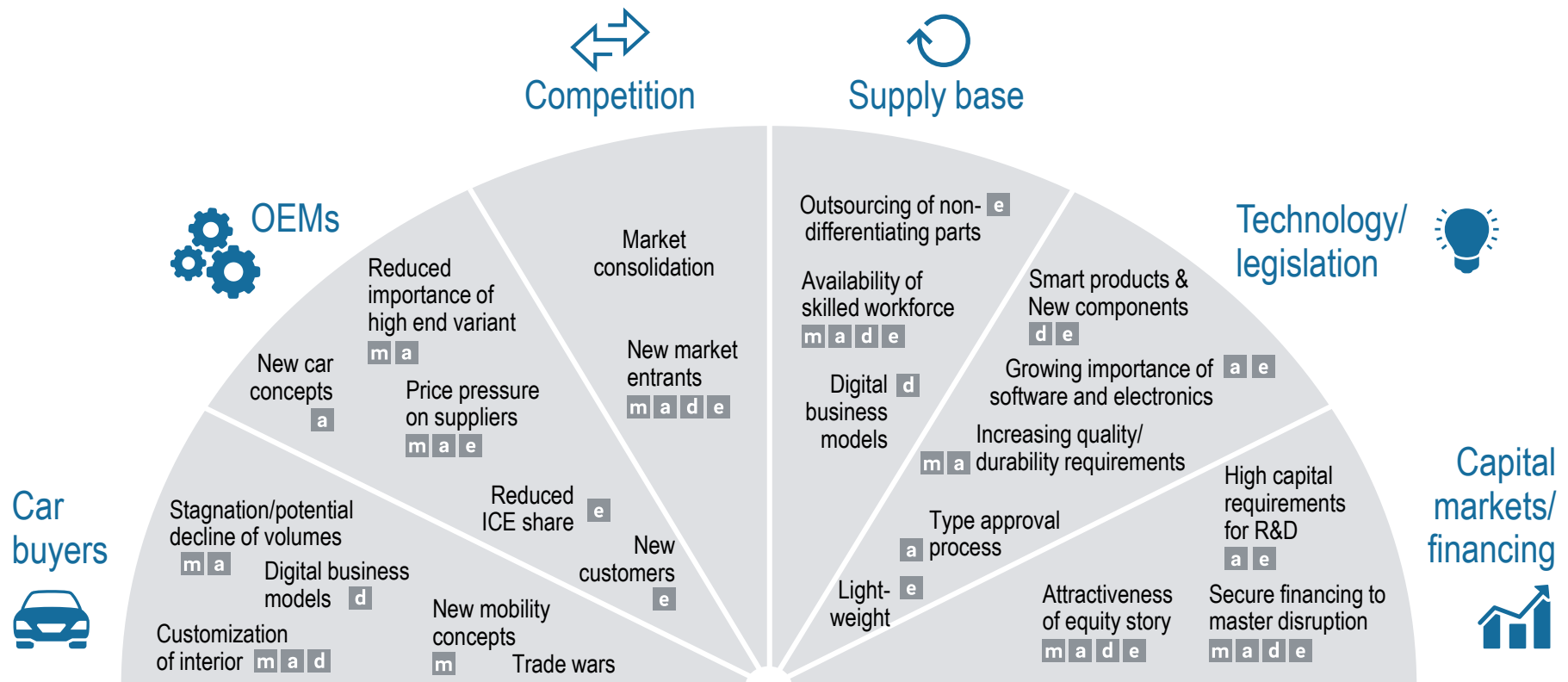
2014	2015	2016	2017	2018	2019
Amtek/ Kaiser	AVIC Automotive/ Henniges	American Axle/ Metaldyne	BorgWarner/ Sevcon	Asahi Kasei/ Sage Automotive Interiors	Autokiniton/ Tower International
Amtek/ Kuepper Group	BorgWarner/ Remy International	CIE Automotive/ Grupo Amaya Telleria	CIE Automotive/ Newcor	Calsonic Kansei/ Magneti Marelli	Bridgestone/ TomTom Telematics business
AUNDE/ Fehrer	China National Tire/ Pirelli	Freudenberg/ TBVC	Fountain West/Bosch Mahle Turbo Chargers	CIE Automotive/Inteva Products (Roof systems)	CIE Automotive/ Maquinados de Precisión de México
AVIC/ Hilite	Continental/ Elektrobit	Illinois Tool Works/ TRW Auto. Elec. & Comp.	Fuxin Dare Automotive/ Carcoustics	Continental/ Cooper Standard (AVS business)	Hitachi Automotive/ Chassis Brakes International
AVIC/ KOKI Technik	Delphi/ HellermannTyton	Mecaplast/ Key Plastics	Genuine Parts/ Alliance Automotive	Dana/ Oerlikon Drive Systems	Meritor/ AxleTech
Bosch / ZF Lenksysteme	Grupo Antolin/ Magna interior business	Megatech/ Boshoku Europe	Intel/ Mobileye	Faurecia / Clarion	Michelin / MultiStrada
Delphi/ Unwired Technology	Harman/ Symphony Teleca/Redbend	Musashi Seimitsu/ Hay	KSS/ Takata	Hanon Systems/ Magna Fluid Pressure & Controls business	Nidec/ Omron automotive electronics business
Federal-Mogul/ TRW valves business	Johnson Electric/ Stackpole	Ningbo Joyson/ KSS	Lear/ Grupo Antolin (Seating & Metal Business)	LG Electronics/ ZKW Group	ZF/ WABCO
Lear/ Eagle Ottawa	Linamar/ Montupet	Plastic Omnium/ Faurecia exterior bus.	Luxshare/ ZF Body Controls	Magna/ Olsa	
MAHLE/ Letrika	Magna/ Getrag	Samsung/ Harman	Motherson Sumi Systems/PKC Group	Method Electronics/ Grakon	
Sensata/ Schrader	MAHLE/ Delphi thermal business	Valeo/ FTE Automotive	Superior Industries/ Uniwhheels	MinebeaMitsumi/ U-Shin	
Shanghai Prime Machinery/ Nedschroef	Mann+Hummel/ Affinia	Valeo/ Ichikoh	TE Connectivity/ Hirschmann Car Comm.	Motherson Sumi Systems/Reydel Automotive FR	
Visteon/ JCI auto. electronics bus.	NGK Spark Plug/ Wells Vehicle Electronics	VBP Group/ Mobile Climate Ctrl. Group	WABCO/ RH Sheppard	Ningbo Jifeng/ Grammer	
ZF/ TRW	Valeo/ Peiker Acoustic	Yinyi Group/ Punch Powertrain	ZMJ/CRCI/ Bosch SMG	Tenneco/ Federal-Mogul	

Key: Acquirer/Target

Note: Excluding financial sponsor-led transactions. Some 2019 transactions are signed, but not yet closed.

In the medium term, focus is shifting toward challenges like digital business models, required R&D financing and availability of talent

Mid-term supplier CEO radar screen



m Mobility **a** Autonomous **d** Digitization **e** Electrification

Contents



A

The status

Increasingly difficult environment after record profits until last year



B

The future

The transformation of the automotive industry is well underway



C

The strategies

Suppliers have different opportunities to prepare for the future



D

The contacts

Roland Berger and Lazard Automotive teams

The predicted transformation of the automotive industry becomes reality – Suppliers have to find their individual strategy to deal with it


Current situation for automotive suppliers




- 1 The **automotive industry is at the edge** – Projected changes are becoming reality at high speed

- 2 The **changes affect the clients, the products, the employees and the legislative framework**

- 3 The **time to act** and to prepare for the future is **running out quickly**

- 4 **All suppliers** have to deal with the same market situation but **need to find individual answers** 

- 5 **Automotive suppliers have to identify** which market **changes** are most **relevant for them** 

We identified four basic criteria as a framework for the development of individual strategies of how to cope with the changing industry

Basic parameters for strategy development

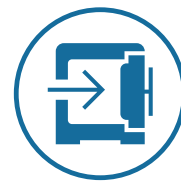


Company size – Revenues/sales

Size of the company predetermines:

- > Market power/shares
- > Resource availability
- > Brand recognition
- > Boundaries and flexibility

————— *Mega-player or start-up?*

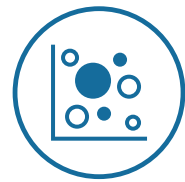


Financial strength – Margin/financing

Financial strength takes into consideration:

- > Growth, margin and free CF generation
- > Net debt and leverage
- > Access to large credit lines/debt capital markets or additional equity

— *Benchmark or restructuring case?*



Product portfolio – Product variety

Reflects the technological basis:

- > Portfolio commoditization
- > Manufacturing and R&D skill-set
- > Digital vs. physical products
- > Single parts vs. components/assemblies

————— *Focused or diversified portfolio?*



Market environment

Reflects pressure level in home/new markets

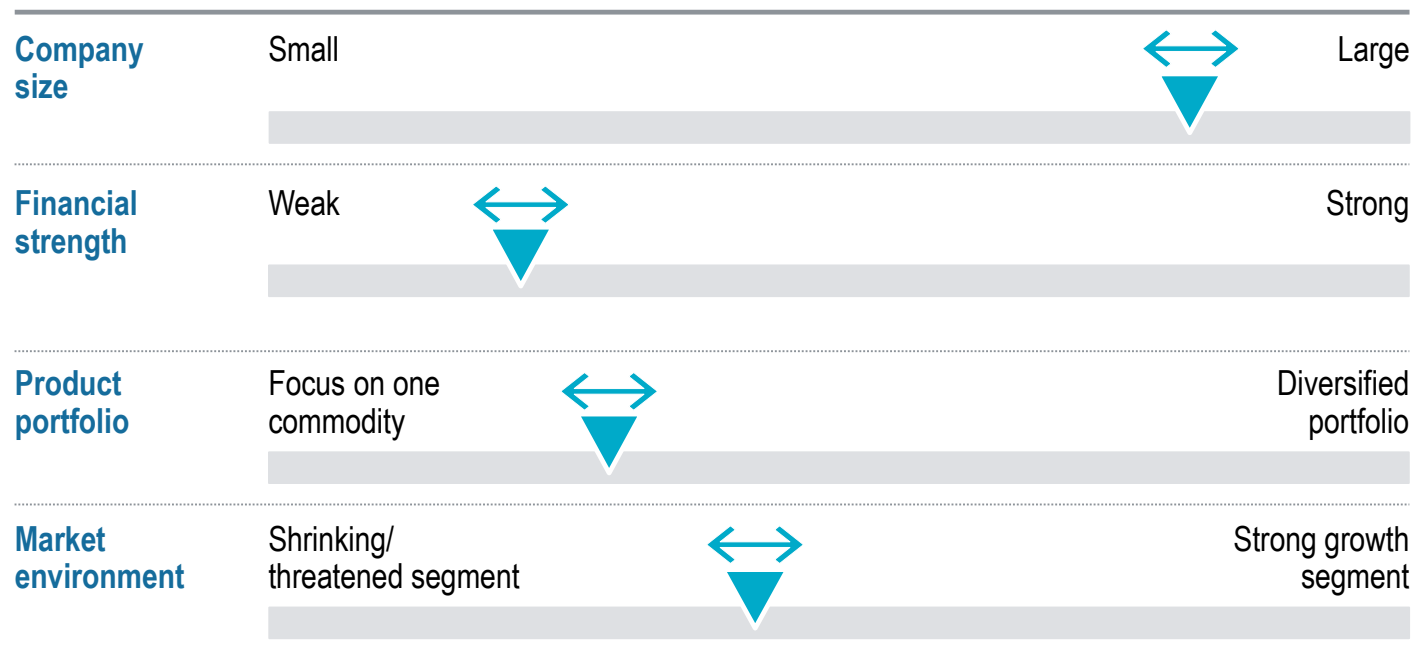
- > Attractiveness for other players to attack the same market/domain
- > Current price levels
- > Growing market vs. shrinking market

————— *Competition or co-existence?*

To point out differences in strategy approaches we have clustered suppliers by size, financial strength, portfolio and market environment

Supplier archetype¹⁾ categorization – Methodology

Archetype assessment criteria



























Company represents a larger commodity player, e.g. a die-casting supplier or a body-parts supplier with sales of more than EUR 1 bn p.a., which is fully focused on traditional ICE automotive business

Cluster	Company size	Financial strength	Product portfolio	Market environment
	Large company	Weak/under-financed	Commoditized	Shrinking/threatened

1) Archetypes are not all-encompassing, attribution can be ambiguous

Six supplier archetypes represent the most common players within the automotive supplier industry


Supplier archetypes

	Small traditional player	Aftermarket player	Global commodity leader	Global new entrant	Traditional diversified player	Technology system integrator
Assessment criteria	 Company size					
	 Financial strength					
	 Product portfolio					
	 Market environment					
General characteristics	<ul style="list-style-type: none"> > Portfolio of single parts or simple components > Commoditized portfolio > Business model under pressure > Limited ability to leverage scales 	<ul style="list-style-type: none"> > Broad portfolio of single parts and components > OEM customers as well as direct sales > Market consolidation ongoing 	<ul style="list-style-type: none"> > Portfolio of complex parts or modules > Commoditized portfolio > Among the market leaders > Sizes allows for scale effects 	<ul style="list-style-type: none"> > Portfolio focus on innovation/new technologies > Technology leader/disruptor > Limited OEM access > Agile organizations 	<ul style="list-style-type: none"> > Broad portfolio, also for growing segments > High capital requirements for new technologies 	<ul style="list-style-type: none"> > Large integrators with broad portfolio > System-relevant as of today > Attacked from multiple sides > Financially strong
Strategic questions	How to survive despite strong headwinds?	How to position in a consolidating and digitizing market?	How to secure profitability in an adverse market?	How to enter/disrupt the automotive market?	How to identify the right innovations for the future?	How to participate in future growth segments?

 Small/weak/threatened  Large/strong/growing

Exemplary strategic mission statements for the archetypes show that suppliers should adjust strategies to their specific situations

Top challenges per supplier archetype

Archetype 	Selected top challenges 	
Small traditional player	<ul style="list-style-type: none"> > Price pressure > Potential volume decline > Electrification and digitization 	<ul style="list-style-type: none"> > Secure long-term funding > Scale effects & Industry 4.0 > Attracting talent
Aftermarket player	<ul style="list-style-type: none"> > Electric vehicles > Market consolidation > Low-cost competitors 	<ul style="list-style-type: none"> > Client structure (end client, OEM, mobility provider) > Upcoming digital products
Global commodity leader	<ul style="list-style-type: none"> > Price pressure > Potential volume decline > Electrification and digitization 	<ul style="list-style-type: none"> > Industry 4.0 > Capital requirements > Platform projects
Global new entrant	<ul style="list-style-type: none"> > Automotive standards > Customer access > Established competitors 	<ul style="list-style-type: none"> > R&D expenses > Workforce availability > Technology acceptance
Traditional diversified player	<ul style="list-style-type: none"> > Price pressure > R&D expense allocation > Portfolio commoditization 	<ul style="list-style-type: none"> > Internal cultural change > Increasing competition for growth segments
Technology system integrator	<ul style="list-style-type: none"> > Electrification and digitization > Autonomous driving > Breaking up of systems 	<ul style="list-style-type: none"> > Increasing competition > Financing needs > Internal cultural change

Strategic mission statement

Survival of the fittest – Cost optimization throughout the entire organization is key

Eat or be eaten – Compensate for negative business implications from e-mobility trend

Defend current positioning – Process excellence is the basis to generate capital and to ensure long-term success

If you can think it, you can do it – Leverage existing know-how to generate new business within automotive industry

Offense is the best defense – Focus on cost-efficiency or proactive portfolio transition to future growth segments

Remain system-relevant – Make the company irreplaceable for OEMs and leverage positioning into new fields

The business models of many automotive suppliers appear to be at risk

MADE¹⁾ impacts by supplier archetype

Impact ²⁾ for most suppliers		1 Small traditional player	2 Aftermarket player	3 Global commodity leader	4 Global new entrant	5 Traditional diversified player	6 Technology system integrator
Car buyers	Digital business models	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
	Stagnation/decline of volumes	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
	Economic downturn	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
	New mobility concepts	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
	Trade wars/Brexit	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
OEMs	New car concepts	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
	Reduced importance of high-end variants	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
	Price pressure on suppliers	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
	Reduced ICE share	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
	New customers	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
Competition	New market entrants	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
	Market consolidation	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
Supply base	Outsourcing of non-differentiating parts	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
	Availability of skilled workforce	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
Technology/Legislation	Smart products/new components	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
	Higher importance of software/electronics	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
	Light weight	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
	Increasing quality/durability requirements	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
	Type approval process autonomous driving	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
Capital markets	High capital requirements	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
	Investors/creditors view on automotive	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +
Summary	Overall impact	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +	- - 0 + +

- - 0 + + Impact on supplier business: (strongly) negative, no impact, (strongly) positive 1) M = Mobility A = Autonomous D = Digitization E = Electrification 2) Relative to each other

Small traditional players have to find answers for the increasing price pressure and potential volume downturns

Top challenges and rationales for most small traditional players



Price pressure, missing scale effects and Industry 4.0

- > Major OEMs have issued performance-improvement programs
- > High capital requirements on OEM side to finance R&D expenses or potential fines for exceeded emission limits
- > Low manufacturing volumes, small client base and sometimes limited global presence aggravate realization of scale effects
- > Digitization and automation in operations required to maximize performance
- > Industry 4.0 solutions require substantial investments



Declining volumes

- > Possible economic downturn in the short term/mid term
- > Higher car utilization ratio due to shared mobility concepts and autonomous driving in the long term



Electrification and digitization

- > Changing car concepts require a different product portfolio from suppliers
- > Increasing importance of lightweight solutions to increase EV range
- > Car-as-a-service trend causes shift away from lucrative high-end variants as not-owned cars become less of a status symbol



Securing long-term funding

- > Creditors more cautious with long-term commitments especially for small suppliers in domains at risk
- > Difficult to find equity investors at the same time



Attracting talent

- > Small companies struggle to attract the right talent due to limited brand recognition or unfavorable location

Need for action



Low

High

How to survive despite strong headwinds?

A promising way for most small traditional suppliers is to fully focus on performance improvement

Strategic direction of most small traditional players

Favorable actions

Set up a holistic performance excellence/improvement program for overhead, operations and R&D

Free up cash with efficiency program

Outsource non-core competencies

Re-think/adjust geographical footprint

Program to automate shop-floor processes

Secure long-term funding flexibility and sufficient equity ratio

Actively consider merger/disposal options



Adverse actions

Do nothing, because changes seem to be far away

Develop portfolio toward non-automotive, if time-/resource-intensive or experience is missing

Focus on product portfolio diversification, if it is time-/capital-intensive

Develop capital-intense growth areas where no expertise is in-house

Build-up FTE in traditional functions and worsen cost structures



Strategic mission statement

Survival of the fittest – Cost optimization throughout the entire organization is key

Most aftermarket players have to deal with strong market consolidation and electric cars as a threat to their business in the long run

Top challenges and rationales for most aftermarket players



Electric vehicles

- > Electric vehicles consist of far fewer parts than traditional ICE vehicles
- > Durability of electric powertrain components considered higher than that of ICE components
- > Risk of obsolete production capacities for aftermarket part manufacturers in the long term



IAM¹⁾ Industry consolidation

- > In the independent aftermarket, strong industry consolidation is underway
- > Small aftermarket companies might be swallowed by industry giants
- > Market already partly dominated by large, multinational parts distribution groups



New competitors for commodities

- > Aftermarket is attractive for either low-cost suppliers, especially from Asia or global online marketplaces, due to relatively low entry barriers
- > Overall very price-sensitive client base due to higher vehicle age – risk of being substituted because of lower client loyalty



Client structure

- > Very different client groups (end customers vs. OEMs) to be handled
- > New client groups evolving, e.g. global mobility providers



Online sales and upcoming digital products

- > Increasing importance of online sales channel
- > New online players evolving
- > Service-focused and customer-oriented business models gain importance

Need for action



How to position in a consolidating and digitizing market?

1) IAM = independent aftermarket



Aftermarket players have to determine their strategy in view of significant consolidation activities within the market

Strategic direction of most aftermarket players

Favorable actions

Approach new and/or emerging clients

Develop digital sales channels

M&A activities or co-operations

Review and clean up product portfolio

Optimize level of vertical integration (as part manufacturer)

Working capital reduction program



Adverse actions

Ignore trend of market consolidation on distribution side

Stick to traditional aftermarket business only, since volume will decline in the long term

Ignore new or emerging players and miss co-operation or future business opportunities

Underestimate the disruptive impact of digital giants and face a declining relevance of today's sales channels

Focus on hardware products only and miss software and/or digital business opportunities









Strategic mission statement

Eat or be eaten –

Compensate for negative business implications from e-mobility trend


Most global commodity leaders need to optimize their cost structures and adjust their portfolio for future requirements in parallel

Top challenges for most global commodity leaders

-  **Price pressure**
-  **Potential volume decline**
-  **Electrification and digitization**
-  **Industry 4.0**
-  **Capital requirements**
-  **Platform projects**

- > Major OEMs have all issued performance-improvement programs
 - > High capital requirements on OEM side to finance R&D expenses or potential fines for exceeded emission limits
- > Possible economic downturn in the short term/mid term
 - > Higher car utilization ratio due to shared mobility concepts and autonomous driving in the long term
- > Changing car concepts require different product portfolio from suppliers
 - > Increasing importance of lightweight solutions to increase EV range
 - > Car-as-a-service trend causes shift away from lucrative high-end variants as not-owned cars become less of a status symbol
- > Industry 4.0 requires substantial investments
 - > Digitization and automation in operations required to maximize performance
- > R&D spending for lightweight solutions and advanced engineering due to new car concepts
 - > Transformation process within operations needs to be financed
- > Purchasing co-operations on OEM side as well as further efforts to leverage scale effects based on car platforms
 - > Losing platform projects can become a serious issue for a supplier

Need for action



Low High

How to secure profitability in an adverse market?

Leveraging process and shop-floor digitization potentials as basis for a sustainable profit improvement is key for global commodity leaders

Strategic direction of most global commodity leaders

Favorable actions

- Adjust product portfolio for future requirements
- Maximize product standardization and adjustment of product specifications
- Secure long-term funding/financial flexibility (still in good times)
- Consider add-on acquisitions to cement leading role
- Automation and process-optimization program
- Improve efficiency of overhead and of organization
- Development of new clients on OEM side



Adverse actions

- Seek potentials solely outside automotive to avoid to get bogged down in unknown areas
- Software/electronics as portfolio add-ons since catching up to established suppliers might be too difficult
- Make product intelligence the focus topic within R&D if current products aren't really allowing that
- Try to enter highly competitive service-/data-oriented business models as growth opportunities, since advantage of existing players is too large
- Underestimate future market changes



Strategic mission statement

Defend current positioning –

Process excellence is the basis for generating capital and ensuring long-term success

For global commodity leaders, holistic performance-improvement programs are a suitable way to prepare the company for the future

Example: Global commodity leader performance-improvement program

Initial situation

- > Decreasing margins
- > Partly loss-making business
- > Increasing capital requirements
- > Declining equity ratio
- > Commoditized portfolio
- > Portfolio adaption and growth strategy failed



Program bandwidth in the project course



	One focus plant Starting point	Multiple focus plants Program extension	Company-wide focus plants Full-scale program
Plants/locations	1	> 5	> 50
Regional focus	Country	Region	Global
Content focus	<ul style="list-style-type: none"> > Shop floor > Ind. material > Overhead 	<ul style="list-style-type: none"> > Shop floor > Ind. material > Overhead 	<ul style="list-style-type: none"> > Shop floor > Ind. material > Overhead > Sales > Central overhead > Direct material
Specialist support	Local team, dedicated resources	Central team, dedicated resources	Central and local team with multiple resources







Achievements



- > 4% absolute EBIT improvement over 3 years
- > More than EUR 100 m of working capital improvement
- > More than 2,000 individual improvement measures
- > Sustainable turnaround


Despite a leading-edge product, global new entrants have to deal with technological constraints and missing access to OEMs

Top challenges for most global new entrants

- 
Automotive standards
- 
Customer access
- 
Competition
- 
R&D expenses
- 
Workforce availability
- 
Technology acceptance

- > No familiarity with safety and traceability requirements
 - > Product life cycles and business understanding differ significantly between automotive and other industries
- > No access to OEM purchasing or R&D organization
 - > RFQs are only sent out to established suppliers
 - > In terms of digital players, automotive OEMs are not only potential clients but also potential competitors
- > Certain fields, e.g. battery or electronics, are attacked by multiple suppliers
 - > Many new entrants with strong financial background
- > New technologies require companies to invest heavily in R&D during a time of an uncertain automotive future
 - > Besides R&D expenses, lobbying also partially required
- > Fierce competition for talent especially in software development
 - > Automotive hubs and new-technology hubs differ significantly
- > Mistrust of end customers especially with regard to automated technologies or data security
 - > Data privacy scandals and fraud are a burden for new technologies
 - > Legal framework is more often than not the limiting factor

Need for action



How to enter/disrupt the automotive market?

For global new entrants it is key to leverage their non-automotive innovations within automotive and to keep their innovation speed

Strategic direction of most global new entrants

Favorable actions

Hire automotive-experienced staff ("buy teams")

Co-operate with automotive OEMs

Bring the product technology on the road by outpacing traditional automotive players

Build up presence in today's automotive hubs

Leverage non-automotive innovation for automotive applications



Adverse actions

Slow down R&D efforts and innovation speed and lose the technological advance as a consequence

M&A to acquire established automotive players to avoid adapting to traditional, long-cycle automotive processes (losing "can-do/let's-try" attitude)

Transform into a traditional automotive supplier and become slower



Strategic mission statement

If you can think it, you can do it – Leverage existing know-how to generate new business within automotive industry

Top challenges for traditional diversified players are the ongoing commoditization of parts of their portfolios and high R&D expenses

Top challenges for most traditional diversified players



Price pressure

- > Major OEMs have all started performance-improvement programs
- > OEMs pass on reduced margins as well as increasing capital requirements to their suppliers
- > OEMs will further use platform concepts to increase volumes for purchased parts and to leverage scale effects



R&D expenses

- > New technologies require heavy investment in R&D
- > Transformation within manufacturing processes needs to be financed (Industry 4.0 potentials)



Portfolio commoditization

- > Autonomous driving and car-as-a-service will decrease importance of traditional car characteristics – hardware might become pure commodity
- > Car becomes less of a status symbol, hence shift away from lucrative variants



Cultural change

- > Employees are used to success of the past years
- > Future changes and negative implications seem to be far off



Increasing competition for growth sector

- > Many suppliers try to enter the same growth segments, e.g. for battery thermal management or interior functions
- > Established suppliers are being attacked by new entrants

Need for action



How to identify the right innovations for the future?

Most important task for traditional diversified players is the transformation of their product portfolios toward future growth segments

Strategic direction of most traditional diversified players

Favorable actions

- Develop a long-term portfolio strategy
- Holistic performance improvement project for overhead and operations
- M&A activities to speed up portfolio transformation with acquisitions in promising areas
- Divest areas without sufficient growth potential
- Facilitate a cultural mindset change
- Identify future core competencies and hire employees with the right skill-set



Adverse actions

- Ignore the upcoming changes
- Focus on traditional OEMs as clients only and miss chance with new players
- Spread resources across too many growth areas
- Rely on current culture and skill-set only, since the right to play in automotive might change in future
- Consider starting margin declines as a temporary effect and not as indicator for the industry change
- Focus solely on non-automotive as future growth opportunity to avoid getting bogged down in unknown areas



Strategic mission statement

Offense is the best defense – Focus on cost-efficiency or proactive portfolio transition to future growth segments

Technology system integrators will be facing new players as well as automotive OEMs defending their margin potentials

Top challenges for most technology system integrators



Electrification and digitization

- > Changing car concepts and changing mobility behavior require product portfolio adaptations
- > Increasing importance of lightweight solutions to increase EV range
- > Car-as-a-service trend causes shift away from lucrative high-end variants as car becomes less of a status symbol but also opens up new opportunities



Autonomous driving

- > As the competition for future core technologies is in full force, autonomous driving has the potential to re-shuffle the automotive value chain – however, there are large capex requirements, with uncertain payback



Breaking up of systems

- > OEMs defend their margin potential and may manufacture future key technologies in-house, stepping away from complete system outsourcing



Increasing competition

- > New players, e.g. for automated driving or BEV¹⁾, push into the market
- > Digital players have identified automotive as a future growth segment



Financing needs

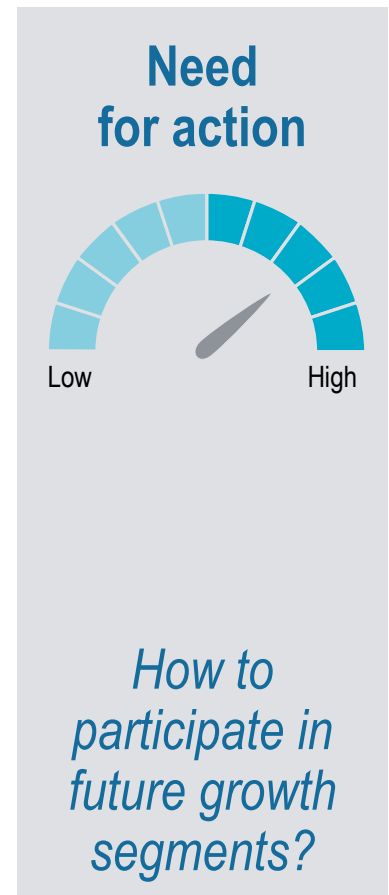
- > Traditional and new technologies require R&D investments in parallel
- > Pre-financing of manufacturing equipment for new technologies
- > Financing of M&A activities (market shares and/or new technologies)



Internal cultural change

- > Software and electronics specialists become employee target group, bringing a different cultural mindset into the company
- > Organizations need to become more flexible and agile
- > Employees expect an innovation-friendly environment

1) BEV – Battery electric vehicle



The most promising strategy for technology system integrators is to defend their positioning by exploiting future technologies

Strategic direction of most technology system integrators

Favorable actions

Active portfolio management, incl. divestments and aggressive exploitation of new technologies

M&A activities to acquire new products, new skills and/or additional market shares

Extend footprint into today's digital hubs to catch up with digital players

Consider own venture capital investments

Set up performance improvement actions

Consider JVs or partnerships with complementary partners in areas with large capital requirements



Adverse actions

Try to manage new opportunities solely on own efforts instead of involving new expertise

Ignoring of new players (as clients or competitors)

Focus on electrified and autonomous mobility only and miss other business opportunities

Focus on traditional technologies only and fall behind on new technologies

Further guarantees of employment, keeping employees with wrong skill-sets and thus worsen cost structures for the future



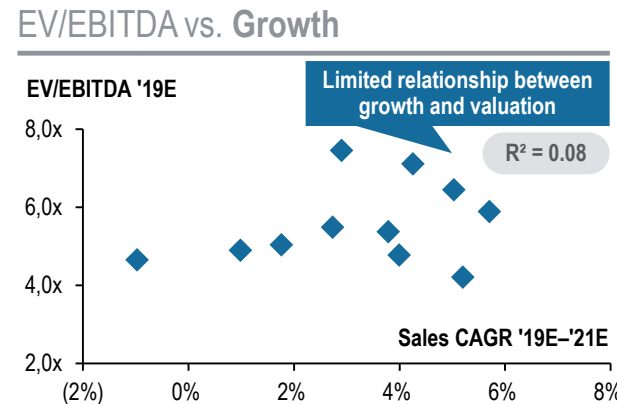
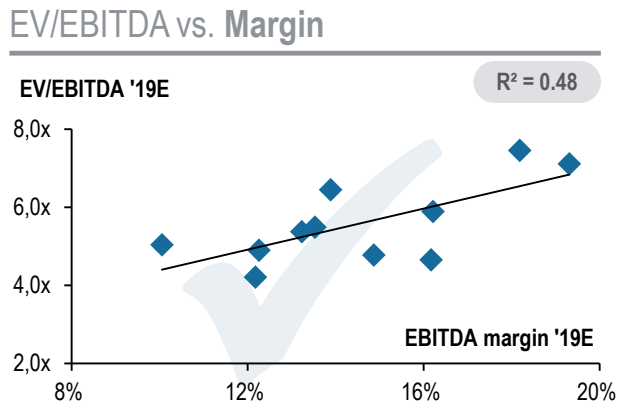
Strategic mission statement

Remain system-relevant – Make the company irreplaceable for OEMs and leverage positioning into new fields

Especially diversified players and system integrators can benefit from the right portfolio mix combining attractive profit levels and growth potential

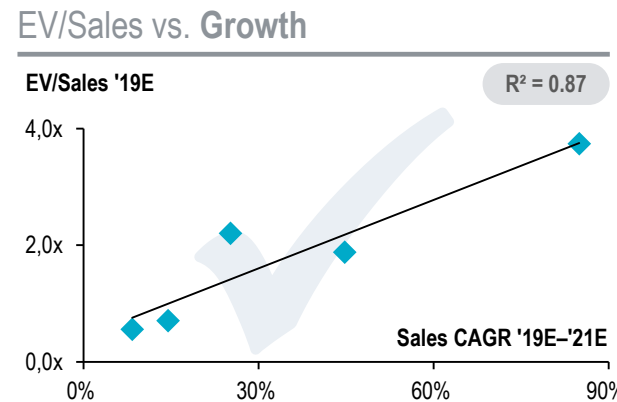
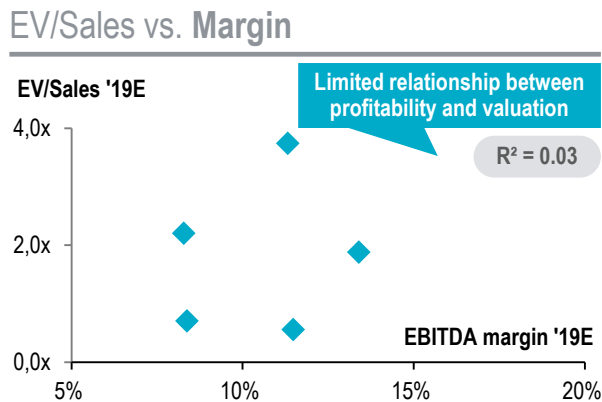
Analysis of valuation drivers

Traditional automotive supplier space¹⁾



In the traditional supplier domains, investors consider **operational excellence/margin levels** more important than growth expectations

High-growth automotive space²⁾



In the new high-growth areas, investors consider **growth expectations/potential** more important than current margin levels

1) Illustrative peers: American Axle, Autoliv, BorgWarner, Brembo, Continental, Dana, Delphi, Hella, Magna, Norma and Valeo

2) Illustrative peers: Akasol, Aumann, Tesla, Visteon and Voltabox

Suppliers have to act now in order to remain successful in the future

Key takeaways for automotive suppliers

Suppliers should not ignore the current technological and economic changes in the market

Performance programs are a must for basically all established suppliers – For **small suppliers with commoditized portfolio** they are **vital**

Structural measures will be essential for suppliers to cope with the **growing pressure on margins through 2025**

Suppliers with a broad product portfolio are **best positioned for upcoming challenges**

Suppliers should accelerate consolidation/capacity adjustments in the traditional domains and run those as "cash cows"

Expensive cash acquisitions are **primarily recommended for larger, financially strong suppliers** – **Smaller/weaker suppliers should actively consider a disposal, merger or equity raise**

Suppliers should proactively ensure mid-term/long-term financial flexibility

In new, high-growth areas requiring massive R&D/upfront investments, established **suppliers should consider adapting VC investments or co-operations/JVs** to share the burden

In the future, the right **employee skill-set** becomes **one of the most important assets**

A universal **"one-size-fits-all"** strategy does not exist – **but it is time to act now**



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The status

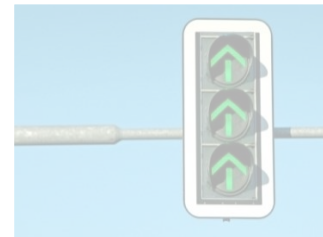
Increasingly difficult environment after record profits until last year



B

The future

The transformation of the automotive industry is well underway



C

The strategies

Suppliers have different opportunities to prepare for the future



D

The contacts

Roland Berger and Lazard Automotive teams

Please contact us for further information

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